J.E Briggs 22jan97
600 Cox bldg

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XVII. NEW YORK, DECEMBER 9, 1896. NO. 10.

THE NEW YORK JOURNAL

sells more morning papers than are printed of any other newspaper in the world; sells more morning German papers than are printed by any other German newspaper in the United States; sells more evening papers than are issued by any other newspaper, with one exception; sells more Sunday papers than are issued by any other newspaper, save one.

Advertising rates are less than one-tenth of a cent per line per 1,000 circulation, net, and returns to advertisers are uniformly greater than other mediums yield.



Don't neglect

to place the local country weekly upon your advertising schedule for 1897.

That paper will prove a better investment than almost any other, dollar for dollar expended, provided, of course, you are looking for the country dollar. The country people buy, having the money to buy with. They read their own local paper, and spend their money with those who advertise in it.

The New England, Middle and Southern States are covered by the 1,600 local country papers of the Atlantic Coast Lists.

They can be used in sections or all together.

There are 1,600 of them.
They reach every week more than one-sixth of all the country readers of the United States.
One order, one electro does the business.
Catalogue and estimates free.

Atlantic Coast Lists,

134 Leonard Street, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XVII. NEW YORK, DECEMBER 9, 1896. No. 10.

THE CLAIMS OF OUTDOOR ADVERTISING.

By Oscar Herzberg.

Newspaper advertising, by which is understood advertising in periodical publications, is acknowledged by the majority of successful advertisers to be the best. That acknowledgment need not deter us from conceding the peculiar advantages which outdoor display possesses. Indeed, the mistake is too often made of saying or implying that outdoor advertising is of no value. It is valuable when properly and judiciously used. And its proper and judicious use consists, in most cases, of making it subservient to newspaper advertising.

Outdoor advertising is intended primarily to impress the name of an article. You say "Eat H-O" on the bill-boards, while in the magazine you give reasons or arguments. The explanation for this is that your bill-board advertisement gets but a cursory glance, while your newspaper talk is read in the leisure of the fireside or study. Naturally that is a great argument in favor of the newspaper as the chief medium. The bill-board advertisement, however, obtrudes itself when you are taking your "constitutional" and thus supplements the work of the newspaper. You need not sit down to read it. The two media combined do work which one alone could not accomplish.

The statement is often made by those who advocate outdoor advertising to the exclusion of newspapers, that in the newspaper the advertisement is lost in the mass of advertisements, while on the boards it stands out with its individuality in strong relief. This statement lacks truth; both in newspapers and on the hoardings the advertisement is under the necessity of competing with its fellows. Perhaps in this respect there is a slight balance in favor of the boards, but it is too insignificant to be worth much. A poor advertisement on the hoardings will receive as little attention as a poor advertisement in the newspaper.

The advertisement on the boards reaches people who do not read the newspapers. In a country where newspapers are not widely read that would be a great argument in favor of the hoarding. In our own land, where everybody reads the newspaper, this argument loses much of its force. In cases where the intention is to reach a host of illiterate people, the pictorial bill-board holds undisputed sway. Thus a pictorial circus hoarding would make its appeal, without words, to hundreds of illiterate negroes in our Southern States, who cannot read a newspaper; it would also appeal strongly to thousands of children who could not otherwise be influenced. But the great mass of our people read the newspapers and can be economically reached through them.

A newspaper carries with it the recommendation that it has been bought to be read, and probably will be. It is taken home by the purchaser, and the probability is that before it is thrown away every one in the family will have absorbed its contents. The poster is not carried away. One person sees it at a time; he does not bring it home to his family. The American woman is a great reader of newspapers; but she can hardly see many posters, for she is, as a rule, "house-tied"—too much occupied with her domestic arrangements to walk much; too much a slave to corsets and tight lacing to be able to walk much even if she cared to. The only outdoor advertising she sees much of are street car cards.

Street car advertising is a form of outdoor advertising that is well calculated to reach the women. It is analogous in many respects to newspaper advertising, for it is a form of outdoor advertising that is really in-

door. You sit in the car too lazy to read the book or newspaper on your lap; you cannot be so impolite as to stare at the traveler sitting opposite; he perhaps is staring at you. Your eye wanders up to the cards. The great vogue of street car advertising within recent years is due to the perfection with which an advertiser can now know exactly what he is buying.

This perfection of detail now extends to all forms of outdoor advertising; and thus one of the great objections to outdoor advertising in the past —that you could not tell whether your posters or cards remained on view during the stipulated time—is entirely obviated.

The day has passed when outdoor advertising could be dismissed with a word or sneer. It makes its appeal to advertisers with a backing of merit and constant improvement that cannot be lightly passed by. It has its disadvantages, it is true; but so has newspaper advertising. After all has been said, newspaper advertising remains the best; and its greatness is accentuated and emphasized by the fact that its so-called competitor—outdoor advertising—is no puny antagonist. The wise advertiser knows, however, that outdoor advertising and newspaper space do not really compete with each other; that they are friends and allies in a common cause. And though newspaper advertising may accomplish much unaided, and often has done so, the trend to-day is to supplement its work with the help of outdoor media. And it seems an excellent trend.

VITALITY IN ILLUSTRATED ADS.

In speaking the other day of the advertising which has been done for a certain proprietary medicine, an advertiser expressed an idea which has seldom, if ever, received proper mention in advertising literature. The advertising of this particular medicine has been a failure, in spite of the fact that the medicine itself has fundamental merit. In endeavoring to solve the problem as to why this particular line of advertising should have been so much less successful than average advertisements, the conclusion was reached that the trouble with the great bulk of the advertisements was that the illustrations, and to a very large extent the text, presented pictures of what might be called "still life." It was agreed at once by those present that a lack of animation was unusually perceptible in connection with this advertising. On reviewing different series of the advertisements used for the medicine in question, it is evident that there is nothing in the illustrations used that suggests vitality or action, and that in the text, even when it is fluent, there is no pressure of ideas of a character that would dissipate a sluggish state of mind on the reader's part.—*Fourth Estate.*

A PLEASANT MANNER.

A pleasant, cordial, attentive, but still unobtrusive manner, makes and holds trade. No matter what the transaction —be it a postage-stamp sale or the loan of a directory—it does not take any more time to be amiable than to be crusty. Be careful and not be too pleasant — too familiar; that is not good—it leads to lack of respect.—*Bulletin of Pharmacy.*



AN advertisement should be so constructed that the first glance conveys the idea. The advertisement here reproduced is a good example. You see at once that Cuticura Soap is recommended for the feet. Whether you read the ad or not, your casual glance has linked the two things in your mind. That was the object of the announcement. Even the "uncanny" feeling you at first experienced in looking at a detached foot has but aided in impressing on your memory the connection between soap and feet.

ADVERTISING A BICYCLE LAMP.

THE ADVERTISING MANAGER OF THE ALADDIN LAMP COMPANY TELLS ABOUT HIS METHODS.

There are a number of bicycle lamps in the market, but only two have been advertised extensively or effectively. One of these is called the "Aladdin Lamp," which is manufactured by the Aladdin Lamp Co., at Newark, N. J.

When I called at their office last week I saw Mr. Alfred J. Eno, and we had an informal talk about advertising a bicycle lamp. He is the president of the company and has charge of its ad-writing.

"I was connected with a newspaper before I became interested in the present business," said Mr. Eno, as he leaned back in his chair. "Perhaps this explains my faith in newspaper advertising. At any rate I am perfectly satisfied that even the best article needs more or less advertising, if you wish people to know and think it is the best.

"And so with a bicycle lamp. You might have the best lamp made, but unless it is known as the best, it may not sell as well as one of the poorest. You must advertise your lamp in such a way as to reach bicycle riders, who not only want, but are ready and willing to pay for a good lamp.

"The trouble has been to get a good lamp at a reasonable price. A few years ago the best cycle lamps in the market were expensive, costing as much as $6 and $7. Even these were not satisfactory, and wheelmen complained that they did not work well, or else went out. These objections have been overcome in the Aladdin lamp, which is moderate in price, gives a bright light and cannot be blown out.

"The lamp has become as necessary a part of the bicycle as the handle bars or the saddle. In almost every town and city ordinances have been passed compelling riders to carry a lamp after dark. Of course, this greatly stimulated the demand for a good cycle lamp, and the supply of lamps, both good and bad, has more than doubled within the last year or two."

As to the mediums used for advertising the Aladdin lamp, Mr. Eno said:

"First of all, the daily newspapers in the cities. I believe that the daily in the city and the weekly in the town bring more returns in proportion to the amount of money expended than any other mediums. I have used about 150 papers published in the various towns and cities in New England and the Middle States. I have also used some of the dailies in the large Western cities."

"What other mediums have you used?"

"I have advertised the lamp in the bicycle and sporting papers. The results from these papers have been very satisfactory. The cycle papers go to the trade which handles our goods. The people who read the papers on out-door sports constitute a good purchasing class for things which they need. I have also used a few papers which are read by women. Thousands of ladies have taken up bicycle riding, and most of them want a good lamp."

I asked Mr. Eno if he prepared his own advertising.

"Yes," he replied, "I have either prepared the advertisements or been consulted in their make-up. Some of them have not exactly suited me, but I expect to make our advertising better next year."

"I notice that you use catchy headlines and illustrations."

"Yes; I suppose that is the accepted thing now in all advertising. Either the head-line or the illustration goes to attract the reader's eye and attention. Last year I had Mr. Chapman, an artist of Newark, prepare a sketch which has been registered, and which is now our trade-mark. Wherever you see the Oriental astride the bicycle lamp, then you know it is the Aladdin lamp. I have used several catch phrases, such as 'Built to burn' and 'It won't go out.' In this way I wish to bring out one of the best features of the lamp."

"What other points do you seek to make prominent?"

"I lay stress on the fact that the Aladdin lamp is simple and strong in construction, is easy to handle and to keep clean, and sells at a popular price—$3."

"What has been the result of your advertising this year?"

"The result has been that we have sold so far 70,000 lamps. Of course, I do not undertake to say that all this has come from advertising, but evidently something of the kind is responsible for such a good showing. Most of our orders come through our agents in the various towns and cities, and just how much advertising influ-

ences the orders which they send in it is impossible to decide. Here, by the way, is a significant incident. Early this summer we placed an advertisement in a Cleveland paper. Previous to that time our agents had been sending in only small orders, but within a week after the advertisement appeared the orders for the Aladdin lamp doubled, and the increased sales amounted to many hundred dollars. I have no doubt that it was advertising that did it." JOHN LEE.

ADVERTISING VALUE.

By Richard Wallace.

Circulation does not determine the value of a medium—that is, not the *quantity* of circulation. A publication the contents of which are interesting enough to attract readers is a good medium for advertisers, no matter how limited its circulation may be. A publication that is poorly edited, and filled with indifferent matter, is not a good medium, no matter how many hundred thousand copies are printed.

Shrewd advertisers can decide for themselves as to the worth of any publication offered them. Its contents can speak more truthfully than its solicitor. The true advertising value lies in the interest it has for the reader, because such interest alone will attract readers. Nobody buys a paper or a magazine because ten thousand other people buy it. They purchase it for the information or entertainment it affords, and if it has a reputation for supplying this it is sure to be well patronized, and to grow in circulation that is of real value to the advertiser. There may be exceptions, but, as a general rule, good printing and good make-up usually accompany good matter in a publication. The reverse is usually true of any paper that is carelessly edited. If you are seeking intelligent buyers, your choice of mediums should be governed by the foregoing considerations and you will seldom find yourself astray.

EXTENSIVE advertising of teas promises soon to be a feature of the newspapers. India and Ceylon teas in general, as well as special brands such as Lipton's and Mazapura, are now using considerable space. No China or Japan teas of any prominence are being advertised, but it is probably only a matter of time before these will find it necessary to call in publicity to their aid.

HOW ONE MAN DOES IT.

One of our largest general advertisers said recently: "I take no man's word for the advantages or disadvantages of a newspaper or magazine; I make no advertising contracts until I have examined and investigated in my own way. * * * I first examine the medium and note its appearance. No poorly-printed sheet is valuable for advertising purposes beyond possibly a limited local field for a very limited class of announcements. I notice particularly the advertisements appearing, noting whether they are of the 'fake' variety. The presence of 'dead' ads or any considerable number of the announcements of daily papers influence me a long way. * * * If I find objectionable features absent, the typographical appearance satisfactory and the advertising columns patronized by live advertisers, I look up the matter of circulation in some reliable reference book. If I find the circulation in accord with the rate charged for space, I usually at this point give the medium a trial."—*Newspaper Ink.*

The True Lover of Horses

likes to be in close communication with his **stables.** In New York the real estate market offers obstacles, but the **Telephone Service** overcomes them. Telephone connection at your house and stable put the two in closest touch whatever the distance that may separate them. The Service is rapid, efficient, permanent and economical.

Minimum Rate, Direct Line, 600 Local Messages **$90 year**
Party Line **$15** *a year less.*

CONTRACT DEPARTMENT:
18 Cortlandt St., Tel. 6010 Cort.
115 W. 38th St., Tel. 6040 38th.

An agent will call on request by telephone, which may be made without charge from any Public Pay Station.

NEW YORK TELEPHONE CO.

AN advertisement is more effective when it is in touch with the subjects treated editorially by the publication in which it appears. This advertisement, clipped from the *Rider and Driver*, of New York, furnishes a good illustration. It treats of telephones, but has been given a "horsey" tinge by its suggestion of telephone connection between a turfman's home and stables.

The Sun

Confidence

Prosperity

ADVERTISING CARRIER PIGEONS.

By Frank A. Heywood.

The name of Theo. P. Green has become widely identified with the breeding of carrier pigeons. His Royal Blue Line lofts at Woodbury, N. J., are known to every pigeon fancier in the world. This is on account of extensive advertising. His advertisements may be found in every fancier's paper in the world. Mr. Green sells more pigeons than all other fanciers combined. The sales aggregate some $20,000 annually.

I called in to see Mr. Green the other day. He is a successful grocer, who has a fad. The fad is pigeons, and he conducts his pigeon factory, as he calls it, on the same principles that the Belmonts and Lorillards conduct their stables. When I asked him to tell me something about advertising pigeons, he said:

"I am a firm believer in advertising, and the returns have fully justified the belief. I spend a few hundred dollars each year for advertising, and should increase it only that the output of my pigeon factory is limited, though I have the largest lofts in the world. The pigeon business is unlike the manufacture of patent medicines. A fancier cannot increase his output and yet retain the quality. It is necessarily a one-man business. You cannot employ skilled labor, for the skilled labor does not exist. You cannot sell every pigeon hatched and maintain a standard of excellence, for as a blooded stallion and pedigreed mare will throw an occasional runt, so will the most careful selection of mates sometimes result in weaklings.

"It has been my policy to sell only tried and trained birds, and in this way to get a reputation and a name. Thus, all pigeons wearing the leg-band 'T. P. G.' have a certain standard of excellence. This means a great deal to the would-be buyer, for the band is a guarantee."

"What are your methods of advertising?"

"My simple object is to reach fanciers. The demand for pigeons comes from them and their friends. And so I advertise only in the papers and magazines devoted to their interests."

"Which papers do you advertise in, and which gives the best results in your business?"

"In papers like *Farm Poultry*, *The Feather*, *Australian Sportsman*, etc. I haven't any idea which yields the best results. Orders come from all over the world. Sometimes the sender mentions the medium in which he saw my ad, but it is usually the case that he has seen my catalogue or has been recommended to me by some former customer. My advertisements are simple, hardly more than a business card, in fact, with the request that those interested will send for my catalogue.

"The catalogue is very carefully compiled. The one I issued this year contained half-tones of my lofts and record breakers; chapters on the proper care of pigeons, as practiced in my lofts; proper method of shipment; pedigrees and records, and several pages of testimonials. The testimonials are particularly good advertisements. This was especially exemplified in the past year, when a crate of my birds was shipped from Woodbury to Melbourne, Australia, and arrived there in the pink of condition. That record secured me the sale of several hundreds of dollars' worth of birds in the Antipodes. Then, again, the fact that one of my birds flew from Pensacola, Fla., to Fall River, Mass., was an advertisement which every paper in the world running a sporting column published as a matter of news."

"What other methods of gaining publicity do you practice?"

"I do not practice any intentionally, though I strike some accidentally. For instance, I named one pigeon Julia Marlowe. The beautiful actress sent me a pair of gold bands, and her press agent saw to it that the dramatic editors throughout the country devoted considerable space to the fact. Then the friendship of the late G. W. Childs, who was an enthusiastic pigeon fancier, was very valuable. Of course my exhibits at poultry shows and country fairs are good advertisements, as are also the flights of my birds attached to the White Squadron."

BARGOMANIA.

The mania for bargains nowhere finds as complete expression as in the United States. Department store after department store thrives on it. The more it is catered to the more rapacious it becomes. The wise advertiser makes the fullest use of it. He scours the world for bargains, and when he does not get them he makes them. —*Profitable Advertising.*

GROWTH OF THE OREGONIAN



OREGONIAN BUILDING IN 1853.



OREGONIAN BUILDING IN 1896.

PORTLAND

Is the Commercial Metropolis and Clearing House of the Pacific Northwest.

Editorial, The Oregonian, October 18, 1896: Portland is again one of only five cities to show an increase in its weekly statement of bank clearances. Its amount is getting to be considerable—$1,642,952—and this week is exceeded by that of only one city. Last week its clearings were greater than those of Seattle, Tacoma and Spokane combined.

ITS FIELD

	Population
PORTLAND (Official)	81,342
PORTLAND'S SUBURBS	17,800
STATE, Outside of Portland (approx.)	275,000
WASHINGTON	375,000
IDAHO	100,000
WESTERN MONTANA	90,000
BRITISH COLUMBIA	100,000
TOTAL	1,039,142

E. G. JONES,
IN CHARGE OF ADVERTISING.

The S. E. Beckwith Special Agency,
Sole Eastern Agents,
Tribune Building, New York. The Rookery, Chicago.

The AMERICAN NEWSPAPER DIRECTORY for 1897

Will be published upon the following platform:

1. The American Newspaper Directory is a book for Advertisers.
2. The most important information conveyed by the American Newspaper Directory is that concerning the circulation of newspapers.
3. To convey information about circulation in such a way that its correctness cannot be gainsaid, it is necessary to decide in advance the basis upon which the facts are to stand.
4. That the comparative value of one paper taken with another may be readily arrived at, the facts concerning the circulation of each should be given for a corresponding period.
5. For the American Newspaper Directory for 1897, it is decided that the period for which the circulation of a paper may be given to the best interest of an advertiser will be the entire year preceding, viz., the year 1896.
6. What an advertiser is most interested in knowing after all is what the circulation of the paper will be in 1897 or 1898, because his contract will run wholly in these years, and not in 1896.
7. The advertiser who obtains information from the Directory concerning the circulation of a paper in 1896, will believe a canvasser's statement of what it will be in 1897 or 1898 if the claim seems reasonable in connection with the facts as shown for 1896.
8. A publisher's statement as to what his circulation is going to be is interesting to an advertiser, but as it can only be based upon a publisher's belief, it cannot be told by the editor of the Directory on the authority of the Directory, but may appear in the Directory immediately following catalogue description of the paper, as a statement for which the publisher of the paper assumes the responsibility.
9. A statement of what the circulation of the paper is going to be is an advertisement, and should appear in the Directory and be paid for as such, and be so designated.
10. The privilege of inserting such an advertisement as an integral part of the letterpress makes the Directory as useful for each newspaper man as would be a directory published by himself exclusively for his own benefit alone.
11. On the plan here outlined there is and can be no conflict of authority between the statements of the publishers of the Directory and the publisher of the paper.
12. Papers not issuing regularly so many as a thousand copies are not specially to be considered, as they are below the unit of value.
13. If there is a fact or quality that tends to give a paper a value, a fact or quality that is considered worth mentioning to an advertiser when talking or writing to him, it will pay to set it forth in a 60-word (10-line) paragraph in the American Newspaper Directory for 1897. The cost ($10) is but a small fraction of a cent for each copy of the Directory, and the privilege of having such a statement inserted in the letterpress on the publisher's own authority makes the book as helpful to him as it could be if he issued it.

Statements of circulation covering the year 1896 should be sent to the editor of the American Newspaper Directory not later than January 16th to be CERTAIN to have attention, but statements received even as late as the first of April (covering the year 1896 only) will be LIKELY to have attention.

Address all communications to

GEO. P. ROWELL & CO.,
Publishers of THE AMERICAN NEWSPAPER DIRECTORY,
No. 10 Spruce Street, New York.

STATEMENT OF CIRCULATION OF

..... (Name of Paper.) ..... (Town, State and Date.) .....1897.

Messrs. GEO. P. ROWELL & CO., Publishers of American Newspaper Directory, 10 Spruce Street, New York:

SIRS:—The issues of this paper for one year from January 1st, 1896, to December 31st, 1896, inclusive, *actual number of complete copies printed*, have been as stated below.

Day	January	February	March	April	May	June	July	August	September	October	November	December
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Monthly Totals												

MONTHLY TOTALS RECAPITULATED.

January. _____

February. _____

March. _____

April. _____

May. _____

June. _____

July. _____

August. _____

September. _____

October. _____

November. _____

December. _____

Grand total of copies printed during the entire year, _____

The grand total when divided by.....which is the actual number of days of issue, shows that the **average number of complete copies printed per issue was** _____

This is a correct report for the entire year 1896, and is made in good faith for the purpose of being placed on file in the office of the AMERICAN NEWSPAPER DIRECTORY and securing an accurate and exact circulation rating in the 20th annual issue of that publication—for the year 1897.

Signature.....

It will be noted that this report is signed with a pen by one whose authority to sign in apparent or clearly stated.

What's Truth?

The virtue is that elusive quantity which "crushed to the earth" yet rises again—buoyant, yeast-wise. It is also said to be mighty prevailin'—something like a fever.

TRUTH

"Brightest of weeklies," however, is a material sort of an affair. Ten cents is the medium of introduction. All properly-behaved news-stands keep TRUTH.

Advertising in TRUTH is 50 cents a line, but yearly contracts get a lower rate.

TRUTH OFFICE, 203 Broadway, New York.



Seattle's Two-Cent Paper.



The Seattle Evening ... Times

—The Home paper of Seattle and nearby towns—has scored another success by reducing its subscription price to

Two Cents per Copy

It stands alone in its field, and its circulation in the metropolis of Washington (population 65,000) is not approached by any other paper.



The Kansas City World

Has a Circulation that Circulates for Advertisers

Last Week's Daily Average 40,973 **THE WORLD believes the circulation of 62,410**

on the day following the election was the largest output of any newspaper plant in Kansas City. It demonstrates that a live newspaper which always gives the news is always to the front. THE WORLD gives advertisers results unrivaled by any other local medium.

KANSAS CITY, MO., Nov. 9th, 1896.

For the week ending Saturday, November 7th, the circulation of the

KANSAS CITY WORLD

was as follows:

Sunday, Nov. 1,	**32,060**
Monday, Nov. 2,	**32,150**
***Tuesday, Nov. 3,**	**50,825**
***Wednesday, Nov. 4,**	**62,410**
***Thursday, Nov. 5,**	**42,160**
Friday, Nov. 6,	**34,600**
Saturday, Nov. 7,	**32,610**
***Election Returns. Total,**	**286,815**

Daily average for 7 days, **40,973**

We, the undersigned, hereby certify under oath that the above statement of the WORLD'S circulation on the days named is true and correct. And that said papers were printed and delivered to the carriers, newsdealers, subscribers and newsboys on their order. All copies spoiled in printing, or left over in press-room, are not counted in the above statement.

L. V. ASHBAUGH, Business Manager.
L. A. NOURSE, Pressman.

Sworn to and subscribed before me this 9th day of November, 1896.

[SEAL.] EVORIL BROOKSHIRE, Notary Public.

My commission expires May 8th, 1898.

$1,000 forfeit will be paid any person who successfully assails these figures.

KNOWN MAKES MONEY EARN MONEY CIRCULATION

A. FRANK RICHARDSON,

Tribune Building, New York,

Chamber of Commerce, Chicago,

Red Lion Court, Fleet Street, London.

The Golden Harvest



Reach over 100,000

American Homes, by Advertising in

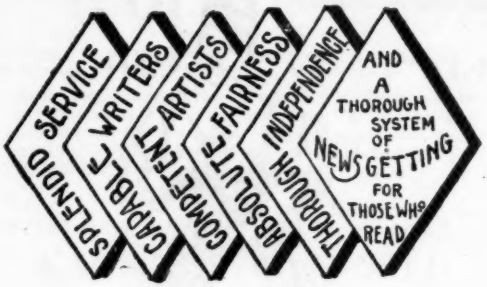
THE NATIONAL TRIBUNE,

Branch Office, 66 World Bldg., New York City.

WASHINGTON, D. C.

BYRON ANDREWS MANAGER.

A CLUSTER OF DIAMONDS



....THAT MAKE....

The Chicago Dispatch

BY JOSEPH R. DUNLOP,

....THE....

Favorite Afternoon Paper

And Give It a Circulation Larger Than All Other Afternoon Papers of Chicago Combined, Save One.

It Is Read . . .

In Nearly Every Business House, Office, Factory and Home in Chicago and Vicinity.

EASTERN OFFICE:
517 Temple Court, New York.

HOME OFFICE:
115-117 Fifth-av., Chicago.

The New York Evening Post seems to have a stronger hold upon its advertisers now than ever before. It gets its rates every time, is less yielding in the matter of special positions than any other New York daily; but, nevertheless, it holds its advertising better than most, and as well as any.

Extract from "How Many Copies," by George P. Rowell, Printers' Ink. The national authority on advertising.

"Many are called,
But few are chosen."

THE Syracuse Post = =

is the "chosen" representative of the good people of Central New York.

STRONG,
VIGOROUS
and CLEAN.

No doubtful advertising admitted to its columns. Guaranteed paid circulation exceeding



Indorsed by the Colleges, Churches, Schools, Merchants, Doctors, Manufacturers and Business Men's Association.
The Post sets the pace and heads the procession.

A. FRANK RICHARDSON,

New York, Chicago.

A New Decade of Scribner's.

I.

SCRIBNER'S MAGAZINE believes that the best audience is composed of the people who appreciate good literature and sterling art work. Its price is popular, but it does not aspire to be known as a cheap magazine. It has not published so small an edition as 100,000 for several years and its sale is among people of standing. The programme for 1897 is notable in its strength and originality. For a few weeks this page in Printers' Ink will describe the features for the coming year.

THE CONDUCT OF GREAT BUSINESSES.

To the average American his business occupation is one of absorbing interest. He wants to know how other business men manage their affairs and push great enterprises to success. His chief aim in life is a higher economy of effort, a finer quality of product, a better system of distribution, a greater skill in management, a nearer approximation to underlying ideals of right dealing between employer and employed. While no separate establishments will be described, the authors have made diligent study of the most successful firms in each branch, and have gone to the fountain head of information. The articles already completed are: "THE GREAT DEPARTMENT STORE," by Samuel H. Adams; "THE MANAGEMENT OF GREAT HOTELS," by Jesse L. Williams; "THE WORKING OF THE BANKS," by Charles D. Lanier.

[*Continued next week.*]

CHARLES SCRIBNER'S SONS,

153–155 FIFTH AVE., NEW YORK.

"A rolling stone has no turn.

Birds of a feather are worth two in the bush.

Every dog has its silver lining."

The words in the above proverbs are not exactly according to Hoyle, but they'll serve to attract your attention to

Boyce's . . . Big Weeklies

We have no mottoes or high sounding phrases, but our rule of allowing any Advertiser to **cancel his contract** at any time at **pro rata rate** is evidence of our faith in the

BLADE, LEDGER, and WORLD, **500,000**

As Pullers. Copies Weekly.

$1.60 per agate line per issue.

W. D. Boyce Co.

115 Fifth Ave., Chicago.

MANAGING AND ADVERTISING BIG FAIRS.

AN INTERVIEW WITH COLONEL A. B. DE FRECE.

Colonel A. B. de Frece, of New York City, has managed more than one hundred fairs, which have brought in not less than $3,000,000. He has made a great record in his particular line of organizing, promoting, managing and advertising enterprises of a philanthropic nature. Some of these enterprises and the sums realized are: the fair for the Actors' Fund, $200,000; for the Montefiore Home, $176,000; for the German Hospital, $165,000; for the Educational Alliance, $135,000

Colonel de Frece is now in charge, with title as director-general, of the Commercial Travelers' Fair, which opens at the Madison Square Garden on December 15. The net profits of this fair will be devoted to the Commercial Travelers' Home, now in course of erection at Binghamton, New York. I called on Colonel de Frece at his offices in the Madison Square Garden, and although he was up to his ears with business, he was ready and willing to grant me an interview.

"I am never too busy to talk for the press," said the colonel, who himself has done considerable newspaper work, and was at one time manager of the *Mail and Express*. And he added, with a knowing smile: "The press can do more for me than I can for the press."

"What is the best time for holding a fair?"

"Around the holidays. That is the time when you can get the most people to make contributions and patronize such an enterprise.

"The first thing to do is to organize the working force. It is necessary to select proper assistants and to engage clerical help. Much depends on having the right kind of people associated with the fair management. There is a good deal in names, and so the offices of president, vice-president and secretary should be filled by prominent men. Although I manage all the various departments and O. K. the expenditures, I have nothing to do with handling the money. In organizing the Commercial Travelers' Exposition I established an 'honorary fair committee' of prominent people. This committee was formed after a great deal of correspondence, and consists of one thousand leading business men. Every State in the Union is represented by having a number of its citizens on the committee.

"In order to carry on a big fair the work must be specialized, and there are different departments, each one conducted by a chief and a committee. This was the system used with such success in conducting the World's Fair, Chicago.

"Next I have a schedule of all my plans from A to Z. Every matter is taken up in its proper turn. Thus, music and decorations are considered, when I get to them, and so with all the other details. In this way there is no conflict, and every detail is disposed of in its order.

"One of the important features of the Travelers' Fair is the press department. It is in charge of Mr. Allen S. Williams, an experienced newspaper man, who understands what the papers want. The news of the Commercial Travelers' Fair will be furnished daily, not only to the New York papers, but to the Associated Press and the United Press, which will distribute it through the United States. In addition, the press bureau will secure publicity for the fair through the religious, educational, literary, sporting and illustrated weeklies. Perhaps the most valuable work in this line has been in securing the active co-operation of what are called the 'trade papers.' I have prepared a plan of organizing merchants, manufacturers and importers through the trade journals representing the various lines of business. My idea is to have a large part of the space in the Garden set apart for booths for the trade papers, and, as a background, a display of the goods in the trade which they represent. The goods will not be sold, but are to be distributed among the holders of season tickets. The Travelers' Fair will last two weeks, and it is expected that 150,000 season tickets will be taken. No paid advertising will be done until the fair opens."

"Of course you must have considerable paid advertising?"

"Yes; but most of the papers are willing to give reduced rates. Some of the New York daily papers, like the *Herald* and *Sun*, will not deviate from their rates for anybody. Several years ago I paid $128 for advertising in the

Herald, but the very same paper contributed $250 to the fair."

"I suppose each fair must be pushed in a different way from the others?"

"Yes, and that is where my practical knowledge and work come in. The methods that make one fair a success may not do for another fair. Different methods must be used for different fairs."

"To what do you attribute your success in conducting fairs?"

"To looking after all the details. It is only by having complete control of details that such an enterprise as an exposition or a fair can be made a success. Next to that are originality, tact and judgment. The successful manager of a fair needs originality, in order to attract patronage; tact, in order to harmonize things, as there is apt to be more or less 'kicking'; and good judgment, in order to do the right thing at the right time."

LOUIS JAMES.

A TRADE-MARK DECISION.

The "Six Little Tailors," of New York and Chicago, brought suit against the "Six Big Tailors," of Chicago, alleging that the latter name was an infringement upon the former one. The Chicago *Apparel Gazette* gives the court decision as follows:

No person is entitled to represent his wares as being the goods of another man, or articles of his manufacture as having been made by another, and no person is by the law permitted to use any mark, sign, symbol, name, device or other means, whereby he makes a false representation or deceives as to his own goods, or as to the goods of another. What is required is that a party shall not conduct his business so that by what he says or does he deceives customers to their injury, or to that of a competitor. The title "Six Big Tailors" the court regards as so similar to the trade name of "Six Little Tailors" that it is calculated to deceive the unwary; confusion is likely to arise therefrom, and thus it is probable that purchasers may be entrapped into buying what they did not intend—that is, goods of the "Six Big Tailors," when intending to buy of the "Six Little Tailors." And in view of the testimony, it can hardly think the defendants chose the name "Six Big Tailors" without first considering the publicity and value which the complainants' trade name had acquired, and with the thought that by the adoption of a very similar name they could avail themselves of the reputation of a rival. Upon these grounds the Appellate Court affirms the decree of the Circuit Court, restraining the defendants, their employees, etc., from using the style and words "Six Big Tailors," or any words in imitation of complainants' trade name, or resembling the same.

NOTHING which is not of universal use can be indiscriminately advertised.

DON'TS.

Mr. F. H. Nagel, manager of the Lincoln (Neb.) *Freie Presse*, sends to PRINTERS' INK the following list of "don'ts." It need scarcely be added that Mr. Nagel wishes them to be taken in a Pickwickian sense:

Don't buy space in a paper with a rapidly increasing circulation, for your conscience might worry you for getting the benefit of the increase without extra pay. But stick to old mosshead papers with a vanishing subscription and a stable advertising rate.

Don't use larger type than minion for your advertisements in German papers if you have anything to say that you would rather not have the old folks read, and as the young generation does not read the German paper the ad will be perfectly safe from criticism.

Don't make any distinction between proven circulation and mere claims of the publisher, and, by all means, pay no attention to post-office receipts. If the publisher with a proven circulation does want to insert your ad for 1 cent per line in his 5,000 circulation, go to his next door neighbor, who will take 1 cent for his "claimed" circulation of 7,500. Don't mind if he really has only one-tenth of what he claims.

Don't ever pay more for a paid circulation than for the circulation of a paper whose subscribers owe all the way from two to ten years, and don't ever look at subscription lists. You will save the necessity of having to consider such fine points.

I might add: "Don't pay your advertising bills," but he who follows the above suggestions conscientiously does not need this last bit of advice, for he will soon find himself without the necessary wherewith unless he happens to have more luck than the average man.

ILLUSTRATED TESTIMONIAL.



Indian Remedy Co.:

GENTLEMEN—I wish to indorse your treatment of the scalp. After one application of your method I felt considerably relieved.

DICK ROBERTS' IDEA.

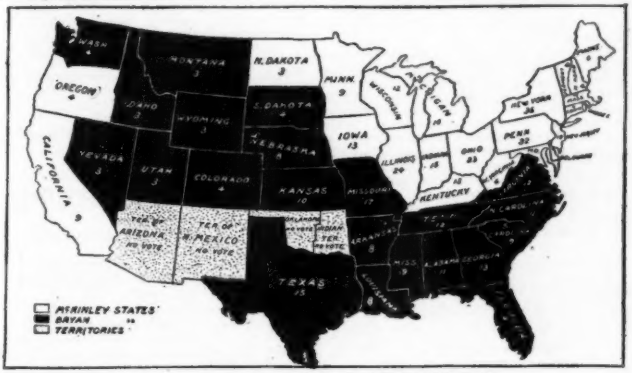
THE ADVERTISING AGENCY business is capable of producing more profitable returns for the money invested than any other legitimate business. Two young men of excellent character, experience and ability have an established business which can be rapidly and profitably enlarged if they had a bank account of **$25,000** as a backing.

Any one with this amount who is inexperienced in any kind of business, but bright and wide awake, would find an excellent opportunity to employ his time and money to the mutual advantage of all concerned.

THE MONEY WILL NOT have to be spent for stock, fixtures or anything else, but held in bank to be temporarily drawn upon at intervals and to establish the credit of the firm. Address B., box 2,378, N. Y. City.—*N. Y. Evening Sun, Nov.* 10.

In PRINTERS' INK of Sept. 2d appeared an article by "Dick" Roberts on "How to Start an Advertising Agency." It showed how easily a borrowed sum deposited in bank would serve to give an unreliable agency a credit rating and the confidence of advertisers and publishers, enabling it to secure contracts from the former at rates lower than newspapers would accept for the advertising, which difficulty it obviated by not paying the newspapers at all, save in rare instances. The advertisement reproduced above appears to indicate that part of this plan at least may be evolving itself into shape in the minds of a "couple of young men."

THE *Optical Journal*, of New York, publishes a supplement called *The Jeweler*, which is devoted to advertising. In the last number of *The Jeweler* this suggestion is made: Retailers should exchange cuts. John Smith, jeweler, of Bungtown, has used a dozen or more cuts that have been a success in their way. So has Henry Brown, jeweler, of Podunk. The two exchange cuts, and each thus has a new series without any expense. John Smith can continue the operation indefinitely, by simply finding a new man to "swap" with him. Whatever the merits or demerits of the method, it certainly offers a plan for getting rid of accumulated cuts.



AN OBJECT LESSON FOR ADVERTISERS.

Twenty-five States supported McKinley; twenty States supported Bryan. The population of the twenty-five McKinley States is 45,426,338; the population of the twenty Bryan States is 24,933,795. According to the United States census the wealth of the McKinley States is $47,384,717,976; the wealth of the Bryan States is $16,680,384,984. The percentage of illiteracy in the McKinley States is 7.5; the percentage of illiteracy in the Bryan States is 22. The population of the Bryan States is about one-half that of the McKinley States, while its illiterate population is nearly twice that of the McKinley States.—*San Francisco Argonaut.*

An instructive object lesson to the general advertiser is a map of the United States with the McKinley and the Bryan States designated thereon, as above. What the advertiser wants is the most people, the most intelligent people, the people with the most money to buy the goods he has to sell and the most disposition to pay for what they buy. He finds all these things in the McKinley States and he consequently expends his appropriation for advertising in accordance with the facts as they appear.

STANDS OUT.

NEW YORK, Nov. 27, 1896.

Editor of PRINTERS' INK:

I inclose an advertisement from the *Boot and Shoe Recorder* which, by reason of its



peculiar border, stands out very attractively on the page on which it appears.

JAS. MEANS.

THE WINCHESTER ADS.

SHERBROOKE, P. Q., Nov. 23, 1896.

Editor of PRINTERS' INK:

I have been looking for some query or explanation *re* the ad in the monthlies by the Winchester people. What is the point? I don't imagine you could convince one man out of a million but what the Winchester people know just the whereabouts of the entire lot. Nevertheless it is a good card, as every owner of a gun will do same as myself, look up his own number and speak to others. As they use same numbers in each ad there can be no "key" scheme to it.

LEONARD SAVAGE.

A NATURAL QUESTION.

NEW YORK, Nov. 25, 1896.

Editor of PRINTERS' INK:

A sign in a window on an article for sale reads:

> PRICE:
> $13.00 TO-DAY.
> TO-MORROW, $1.00 LESS.

Whom will it attract? I think it the most effective trade-destroyer I have ever seen.

J. W. SCHWARTZ.

THE "BOOKMAN" LEADS.

NEW YORK, Dec. 1, 1896.

Editor of PRINTERS' INK:

The magazines seem to have vied with one another in furnishing to their readers as attractive and handsome a cover as possible for Christmas. The issues are now all out. I have examined them carefully and am free to say that I think the *Bookman* leads them all. After the *Bookman* I think comes *Scribner's Magazine*. Perhaps the most appropriate one for the season is *McClure's*. Which, in your opinion, has the handsomest cover? Respectfully, ILLUSTRATOR.

PENCIL ADVERTISING.

NEW YORK, Nov. 30, 1896.

Editor of PRINTERS' INK:

Brill Bros., clothing merchants, some time ago gave away a great number of lead pencils of triangular shape, having the national colors, one on each side of the pencil. Mr. S. Brill, the head of the firm, observed that most of the pencils he had ever seen began the lettering at the middle of the pencil and ran it toward the rubber end. As a result, as soon as the pencil became short and the knife began to encroach upon the lettering, it would whittle away at the beginning of the name instead of the end. Thus "Brill" would disappear before "Bros." would be touched. Mr. Brill called the attention of the Dixon Manufacturing Company to this fact and ordered his to be stenciled from the rubber end to the middle. He had great trouble to make them accede, and finally succeeded only by threatening to cancel the order. The result is that "Brill" is the last word upon which the knife will encroach.

J. W. SCHWARTZ.

GOTHAM NOTES.

Editor of PRINTERS' INK:

At 128 Chambers street Moseman, the horse furnisher, puts out this sign for Fenton's high-grade bicycles: "'A kingdom for a horse,' but Moseman's for a wheel." William Wolf, gentleman's furnisher at 110 Chambers street, has this placard in an outside showcase: "First-class skins are employed in making these gloves, but no 'skin' methods are employed in selling them." One of the smallest cigar stores in the United States is to be found at 5 West Broadway. It is shaped like a wedge and is called "The Wedge." On either side of the doorway are to be seen these painted announcements:

The world we know is full of care,
But you may thank your stars
That you can find at STICKLER'S STORE
The very best cigars.

Also,

If you want to live and thrive
Don't forget to buy STICKLER'S Famous No. 5.

J. B.

A VALUABLE AID.

Office of
"THE COURIER AND FREEMAN."
POTSDAM, N. Y., Nov. 27, 1896.

Editor of PRINTERS' INK:

We inclose sample of booklet which we recently issued, for many of the suggestions in which we are indebted to PRINTERS' INK, which has long been a valuable aid to our advertising department.

Very truly, ELLIOT FAY & SONS.

A MUSEUM AD.

NEW YORK, Nov. 30, 1896.

Editor of PRINTERS' INK:

About the worst advertisement in town this month is that of Huber's Museum. Two men dressed in convict garb are sent through the streets with placards on their backs announcing the show of "Life in Joliet Prison." A more degrading job than that of these poor sandwich men can scarcely be imagined.

A. B. P.

"MARK me wor-ruds!" exclaimed the heavy villain; "I will have bludd!" Saying which, he took a dose of a certain springtime medicine, guaranteed to increase the quantity of that vital fluid.—*Princeton Tiger*.

HOW A LETTER MAY BE RECALLED.

Many times people would like to recall a letter after it has been mailed. This can be done, even if the letter has reached the post-office at its destination. At every post-office there are what is called "withdrawal blanks." On application they will be furnished and, when a deposit is made to cover the expense, the postmaster will telegraph to the postmaster at the letter's destination asking that it be promptly returned. The applicant first signs this agreement: "It is hereby agreed that, if the letter is returned to me, I will protect you from any and all claims made against you for such return and will fully indemnify you for any loss you may sustain by reason of such action. And I herewith deposit $— to cover all expenses incurred and will deliver to you the envelope of the letter returned." In many cases persons have made remittances to fraudulent parties or irresponsible firms, not learning their true character until after the letter had gone, and have succeeded in recalling them. There is an instance where a Kansas City merchant had remitted a dishonest traveling man a draft for $175 and by means of a withdrawal rescued the draft just in time.—*Globe Democrat.*

EVERY WORD IS MEASURED.

Some of the cleverest writing—the most painstaking, subtle work turned out by literary men to-day—can be found in the advertising pages of a first-rate magazine. Every word is measured, examined under a magnifying glass, to see just how big it is, just how much meaning it has, and how many kinds of meaning it has.—*Munsey's Magazine.*

PERHAPS THE RATES ARE TOO HIGH.

If Weyler really wants to find Maceo why doesn't he try advertising for him in a live daily?—*Chicago Times-Herald.*

MORE OHIO MEN.

Zimmerman, the leading cartoonist on *Judge*, and Opper, the caricaturist on *Puck*, are both Ohio men.—*OhioNewspaper Maker.*

Classified Advertisements.

Advertisements under this head two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

SPOKESMAN-REVIEW, Spokane, Wash.

WANTED—More printing from the class of people willing to pay for the best. WM. JOHNSTON, 10 Spruce St., N. Y.

SEND stamp for new sheet Christmas and other really good cuts at really small prices. R. L. CURRAN, 150 Nassau St., New York.

BRAINS wanted on seed and plant advertising A leading house will pay liberally for ideas of value on legitimate lines. Address "CATALOGUE," care Printers' Ink.

ADVERTISING MANAGER, first-class, wishes to make change. Manufacturers, who need such a man and will pay highest salary, address "EXPERIENCE," care Printers' Ink.

H HIGH-CLASS Lithogravure letter-head plates at the price of cheap plates, only $7.50. Artistic and handsome as a lithograph. Sketch sent on approval. W. MONELEY, 59 Hill St., Elgin, Ill.

NEWSPAPER man of 17 years' experience desires position. Is job compositor, reporter and editor. Can do anything in a weekly office. South preferred. Would write and attend to advertising for large firm. Address, with full particulars, "LENOX," care Printers' Ink.

EXPERIENCED adv'g and newsp'r man desires salaried position. "CHESTER," Printers' Ink.

EVERY live advertiser wants to see our latest styles—Satanick, Jenson italic—and our latest Cushing-type pamphlet. We have produced good things, but these are better. AM. TYPE FOUNDERS' CO. See list of branches under "For Sale." Specimens ready at nearest branch.

MANUFACTURERS' broker. Desirable lines of dry goods, notions, cloaks, wrappers, waists, underwear—anything or everything in ladies' ready-made wear—wanted to handle on commission throughout West Virginia and Ohio. C. S. JACKSON, Manufacturers' Agent and Broker, Parkersburg, W. Va.

QUOTE gross and net price for one inch 52t in weeklies, 156t e. o. d. in dailies, to cover ill., Ind., Ia., Kas., Minn., Mich., N. Y., Neb., N. Dak., Pa., So. Dak., Tex., Va., West Va. and Wis. Publishers who are not rated in the A. N. D. with "actual average for the past year" need not reply. STANLEY DAY, New Market, N. J.

WANTED—A large manufacturer of proprietary specialties desires the services of an experienced advertising man. Must be qualified by training and experience for the proper preparation and supervision of all kinds of up-to-date advertising. Good character and education indispensable. Give all particulars in confidence, including age, experience, qualifications, expectations, references. "PRINCEPS," Printers' Ink.

ON the 15th of December we will commence the publication of a four-page paper called "Our Owl," in which will appear the best examples of our advriters' efforts; also, reproductions of designs for catalogues and booklet covers, posters, street car cards and cuts for newspaper ads. There will be a page given to talk about special lines of advertising by ad specialists; and in each issue will appear the experience of some advertiser with a certain line of publications; also a page of talk by The Owl, full of pointers to the retailer. The paper will be issued at least once a month, probably oftener, and will contain no paid advertising. The first thousand advertisers who send in their names on their own letter-heads will always receive a copy free, the second thousand will be charged 10 cents a year; the third, 20 cents, and so on. We are ready for you now. THE ADVERTISERS' AGENCY, Penn Mutual Bldg., Philadelphia.

BILLPOSTING AND DISTRIBUTING.

HOWLAND ADVERTISING SIGN CO., Rome, N. Y. Roadside advertising a specialty.

HALF-TONES.

THE BUCHER ENGRAVING CO., Columbus, O., furnish best 1-col. half-tone for $1. Send for proofs.

STREET CAR CARDS.

OUR artists have done work for the H-O Co., S. H. & M. Skirt Binding, De Long Hook & Eye and hundreds of others. We can do your designing—we write them and print them too. Tell us what you want. THE ADVERTISERS' AGENCY, Penn Mutual Bldg., Philadelphia.

ADVERTISING NOVELTIES.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

MORE money in mail order business than anything else. No interference with other occupation. We tell you how and furnish everything. Samples, etc., 12c. THE NATIONAL INST., P. I. 126, Chicago.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

BEAUTIFUL illustrations and initials, 5c. sq. inch. Handsome catalogue 10c. AMERICAN ILLUSTRATING CO., Newark, N. J.

MAKE your own advertising, illustrating, embossing plates. Engraved in one minute. No etching. Particulars for stamp. HENRY KAHRS, 240 East 33d St., New York.

ADDRESSES AND ADDRESSING.

60,000 NAMES of farmers and stock dealers, separated in States, obtained through county clerks and by advertising for same, plainly written and up to date, for sale or to rent to reliable parties. For full information address P. O. Box 108, Station A, Boston, Mass.

ADVERTISING AGENCIES.

IF you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

WE place advertising for advertisers, and we save them money. We saved a man $2,963 lately. Write us. THE ADVERTISERS' AGENCY, Penn Mutual Bldg., Philadelphia.

WILMINGTON ADVERTISING AGENCY, 502 Equitable Bldg., Wilmington, Del. Conduct a general advertising business. Street cars and programmes a specialty. Write us.

PRINTERS.

THROW-WHEATLEY CATALOGUE COMBINATION. Home Life Building, New York.

THE LOTUS PRESS, 140 W. 23rd St., N. Y. City. (See ad "Advertisement Constructors").

WE do neat, plain, attractive printing. Catalogues, booklets, pamphlets, circulars, cards, etc., executed in the finest style. When you want a good job—one that you want people to look at and read—come to us. PRINTERS' INK PRESS, 10 Spruce St., New York.

WHERE a catalogue has to accomplish so much why are there so many people who are willing, and anxious, to buy one for so little! "Catalogue Advertising" tells about those which accomplish the most, and how to get them. Free for a letter. THROW-WHEATLEY CATALOGUE COMBINATION, Home Life Bldg., New York

ADVERTISING MEDIA.

40 WORDS, 5 times, 25 cts. ENTERPRISE, Brockton, Mass. Circulation 7,000.

LA COSTE'S List. Good papers in active cities. Rates low. 38 Park Row, New York.

ADVERTISERS' GUIDE, New Market, N. J. 6c. line. Circ'n 3,000. Close 24th. Sample free.

ANY person advertising in PRINTERS' INK to the amount of $10 is entitled to receive the paper for one year.

THE PIQUA CALL "wants" advertisers who want results. Larger circ. than all other Piqua dailies combined. LA COSTE, New York.

THE GENEVA DAILY TIMES, only daily in Ontario County. Circulates in 30 towns. Subscription price to farmers $2.00 a year. Leading advertising medium in its territory.

BILLBOARD ADVERTISING reaches nearly every billposter, distributor, sign writer, poster printer and fair in the U. S. and Canada m'thly. Sub'n $1 per yr. 25c. line. Cincinnati, O.

GOOD HOUSEKEEPING,
Springfield, Mass.,
gives first-class service and appeals to the very best class of American housekeepers, who are really the buying class, and hence the most profitable ones to appeal to.

Woman, as a rule, guides the family expenditure, and makes most of the purchases for all the good things of the home.

Hence the well-known and generally accepted axiom that "woman's good taste and judgment unlock the pocket-book." One of the best mediums to reach over 50,000 families is GOOD HOUSEKEEPING.

Published monthly by Clark W. Bryan Co.

Address all communications about advertising to H. P. HUBBARD, 38 TIMES Bldg., N. Y.

ADDRESSES FOR SALE.

LISTS of names in any trade, in any country, $1. Information on any commercial subject. Credit reports on firms anywhere. In U. S. $1, in Europe $2, in Latin America $3. Agents everywhere. Ten years established. ASSOCIATED TRADE & INDUSTR'L PRESS, Wash., D. C.

MAILING MACHINES.

THE Matchless Mailer; best and cheapest. By REV. ALEXANDER DICK, Meridian, N. Y.

MAIL list type and machines can be bought best and cheapest from AMERICAN TYPE FOUNDERS' CO. See list of branches under "For Sale."

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water St., New York.

TYPE—The leaders of type fashions. AM. TYPE FOUNDERS' CO. Branches in 18 cities.

NO tax on agents. Get the law. 18 copyrighted decisions for one dime. THE SUN, Randolph Bldg., Station C, Philadelphia, Pa.

STEREOTYPE, linotype and electrotype metals; copper annodes; zinc plates for etching. MERCHANT & CO., Inc., 517 Arch St., Philadelphia, Pa.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., U'f'd, 10 Spruce St., New York. Special prices to cash buyers.

FOR SALE.

$1 BUYS 4 lines. 50,000 copies proven. WOMAN'S WORK, Athens, Ga.

FOR SALE—Good Ohio newspaper, 700 circulation, in town of 800. Will sell cheap. Write "H.," Lock Box 4, Danville, O.

FOR SALE—Seventeen tons of body type (various sizes), second-hand, in good condition. Will be sold in large or small lots, cheap for cash. Also news-stands and cases. Address "Y. X. Z.," care Printers' Ink.

FOR SALE—Only Republican paper in city of 12,000. Good job office. City, County, Cong. District Republican. Party organ. Good opening for daily. Opportunity of a lifetime. Address P. O. Box 401, Asheville, N. C.

FOR SALE—Half or whole interest in one of the best weekly papers in Kentucky. Well equipped. Established twenty years. Steam power. Everything nearly new in way of fixtures. Price, $3,000 for entire plant; $1,500 half. Address "WEEKLY," care Printers' Ink.

FOR SALE—Several Thorne typesetting machines (brevier), complete and in good running order. One of them has been overhauled and refitted at company's factory, Hartford. They are money savers and a great bargain for a progressive printer. Address "Y. X. Z." care Printers' Ink.

PRINTING PLANTS—Everything for the printer; best in quality, best in value. Why buy the second best when the best costs no more! AMERICAN TYPE FOUNDERS' CO., Boston, N. Y., Phila., Balt., Buffalo, Pitts., Cleveland, Cinn., Chicago, Mil., St. Louis, Minn., Kansas City, Omaha, Denver, Portland (Ore.), 'Frisco. Buy everything in one place, and save money and trouble.

VALUABLE newspaper property for sale. Owing to the inability of the stockholders to agree upon the management, I have been appointed receiver of the Bridgeport *Morning Union*, and hereby offer the entire plant for sale. It is an eight-column, eight-page daily, and has an actual circulation daily of more than double that of any other morning paper in Western Connecticut, and stands third in that respect in the whole State. It is well filled with good paying advertisements, has commodious quarters, centrally located, and is fitted up with all modern machinery. Under proper management it will earn $5,000 a year above all reasonable expenses and salaries. Copies of the paper and other information furnished on application. J. C. CHAMBERLAIN, 31 Sanford Bldg., Bridgeport, Conn.

PAPER.

M. PLUMMER & CO. furnish the paper for this magazine. We invite correspondence with reliable houses regarding paper of all kinds. 45 Beekman St., New York.

ADVERTISEMENT CONSTRUCTORS.

MOSES & HELM, N. Y.

CHARLES AUSTIN BATES, N. Y.

E. A. WHEATLEY, Specialist in Advertising, 257 Broadway, New York.

GILLAM & SHAUGHNESSY, Advertisers, 623 & 624, Temple Court, New York. Write.

RETAIL grocers and druggists: Got what you want. Write me. JED SCARBORO, B'klyn.

TROW-WHEATLEY CATALOGUE COMBINATION; high-grade business-bringing catalogues. Home Life Building, New York.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

AD experts wanted to see a perfect example of type advertising, called the Cushing Pamphlet. It's delightful. AM. TYPE FOUNDERS' CO. See list of branches under "For Sale."

ADVERTISERS, attention! Have me arrange and dress your advertisements. I know how to make them rich, elegant, catchy. Estimates submitted. HARRY C. WINN, Box 48, Hope, Ark.

GROCERS should try my 20 ads for $1. They have pulled hard for others. My regular price for retail ads is $1 each, or 10 for $7.50. CHAS. A. WOOLFOLK, 445 W. Main St., Louisville, Ky.

ALL the borders and type used in PRINTERS' INK are at the disposal of people who have their advertisements put in type by me. WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., New York City.

WRITE your own ads. Save money and get the best ideas. Our Clipping Dept. will send you the latest ads in your line of trade. Want particulars? ASSO. TRADE & INDUS. PRESS, Washington, D. C. Established 1857.

THE two things which a catalogue should do for you—and how to be sure that it will do them—are told in "Catalogue Advertising." Free for a letter. TROW-WHEATLEY CATALOGUE COMBINATION, Home Life Bldg., New York.

BAD printing conveys wrong impressions. Have the messengers of your business attractively presentable. Don't let the tale lose strength in the printing. Try ours. THE LOTUS PRESS, 140 W. 23d St., N. Y. City. Send for our booklet.

WE had to move into larger quarters to accommodate our business and the force necessary to handle it; three times the floor space now, and our business growing every day. A new client a day is the average. Our offer of an eight-page and cover booklet, with cut for cover, for $5, has proven so popular that we must ask for two weeks on future orders. Do not think that we are "just talking." We cannot take orders for booklets to be delivered in less than two weeks. Our booklet on "Booklets," by a specialist, for 10 cents in stamps. We have circulated 10,000 of them; the second edition is now ready. Send us data and we will submit sketches and suggestions. THE ADVERTISERS' AGENCY, Penn Mutual Bldg., Philadelphia.

MEDICAL advertisers like our work. In the past month we have had orders for nearly $500 worth of this class of advertisements. No other subject is so difficult to write about and illustrate as medicine. We regularly charge at least $15 for one illustrated medical advertisement. Now we propose to offer a bargain. For $60 we will write and illustrate six 6-inch medical advertisements. We will also have the matter put in type and furnish one electrotype of each advertisement. Proofs will be furnished, so that everything will be just as our clients want it before the plates are made. We reserve the right to decline any acceptance of this offer. Special prices on all sized medical advertisements until Jan. 1, 1897. MOSES & HELM (C. Dan Helm, Bert M. Moses), 111 Nassau St., N. Y.

MY business is the preparation of high-class advertising literature at low rates. My policy is that poor work is unprofitable to both writer and advertiser. $1 and particulars brings you specimen ad. J. B. LARKINS, P. O. Box 283, Brooklyn, N. Y.

"CATALOGUE ADVERTISING," by E. A. Wheatley, gives some facts about making catalogues that will interest those who use them. Sent free for a letter TROW-WHEATLEY CATALOGUE COMBINATION, Home Life Bldg., New York.

HERE'S a new offer: Until January 1, 1897, we will write a six-inch single-column advertisement on any subject, and design an original, attractive border for it, for $6. Larger advertisements and larger borders will cost more in proportion. The maximum price will be about $15. Expert advertisers know the value of original, striking borders. The kind we propose to design for this offer will be distinctive, like all the rest of our work. We will write the advertisements just as well as we know how. Others have said that we know how better than anybody else in the business. We reserve the right to decline any order that comes through this offer, and to return the money sent us. Our terms in this instance are cash in advance. If we fail to please, you get your money back of course. MOSES & HELM (C. Dan Helm, Bert M. Moses), 111 Nassau St., N. Y.

CLASS PUBLICATIONS.

Advertisements inserted under this heading, in the appropriate class, cost 50 cents a line, for each insertion. One line inserted one year, 52 weeks, for $26, 6 months for $13, 3 months for $6.50, or 4 weeks for $2. For the publisher who does not find the heading he wants a new heading will be made to specially fit his case.

AGRICULTURE.

BREEDER AND FARMER, Zanesville, O.

DIRECTORIES.

AMERICAN NEWSPAPER DIRECTORY, 10 Spruce St., New York. Price $5.

EDUCATIONAL.

THE SOUTHERN SCHOOL, Lexington, Ky., 1885, sworn circulation 6,000 copies weekly—*largest* circulation in Ky. outside of Louisville. Official organ Ky. and Ala. State Boards of Education. Rates and sample copy *free*.

GROCERIES.

GROCERY WORLD, Philadelphia, Pa. The largest paid circulation; the most complete market reports; the largest corps of paid correspondents of any grocery journal published in the world. Send for free sample copy.

MOTOCYCLE.

MOTOCYCLE, 1656 Monadnock Block, Chicago.

TEXTILE.

TEXTILE WORLD, Boston. Largest rating.

YOUNG MEN.

STATE ASS'N NOTES, Chicago. 10,000 quarterly.

GUARANTEED CIRCULATIONS

The circulation of the following papers is guaranteed by the publishers of the AMERICAN NEWSPAPER DIRECTORY, who will PAY A REWARD OF $100 in each and every case where it shall be proved that the paper is not entitled to the rating accorded.

ILLINOIS.

EIGHT-HOUR HERALD, Chicago, 17,270.

KANSAS.

TOPEKA (Kan.) ENDEAVORER, not less than 2,500

MAINE.

O. C. ADVERTISER, *Norway*, Maine (local), 2,340.



IN CHICAGO.

The Street Car lines in Chicago are of the finest in the country. They are not as elegantly decorated or as fancy as some of those in other cities, but are comfortable, well-built and numerous in number.

The city is divided in three sections, North, West and South, the Eastern section being bounded by the Lake.

The great Street Car systems of Chicago are those of the North and West Sides. They carry about 15,000,000 passengers monthly, and the advertising privileges are controlled by GEORGE KISSAM & CO., whose offices are in the United States Building, 87 and 89 Washington Street. They are the originators of modern Street Car Advertising in Chicago, and their cars are an institution of the city.

GEORGE KISSAM & CO. have done more to popularize Street Car Advertising in Chicago than any one who has ever engaged in it, and that they stand well with their business rivals and are universally popular is a strong evidence of this fact.

They have held their own against all opposition of other systems and the Elevated Railroads, and the cars under their control are conceded to be the most valuable of any in the city for advertising purposes.

Poetical advertising is nearly extinct, but notwithstanding that fact, there is at least one firm in this great country which has derived benefit from it. It lies entirely in the simplicity of the wording. The following is a sample of one of their cards:

As the South Side man took a North Side car
He said: "True, there are others,
But I want the 'H. S. & M.' good clothes,
For sale by Yondorf Brothers."

These gentlemen are large advertisers in the Street Cars of Chicago, and the uniqueness of their advertising commands the attention of every reader; in fact, you have to read it, whether you wish to or not.

The "Troy Billiard Parlor," of Chicago, has space in the cars controlled by GEORGE KISSAM & CO. The wording of their advertisement has created a great commotion among the poets of the "Windy City." It runs after this style:

If you strike a thorn or rose,
Keep a-rolling,
If they bomb you on the nose,
Keep a-rolling.

S'pose you're out of every dime,
Getting broke ain't no crime—
Tell the world you're feeling prime,
Keep a-rolling.

In the West Side Street Cars of Chicago, a short time ago, there appeared an Ad which created a great deal of comment among the patrons of the various Street Car lines in that section of the city.

A card 11 x 42 inches was placed in the cars. Up in one corner was printed, in large red letters, "Your Money Back." This was before election and it naturally had great effect just at that time. These three words stood out in bold relief for nearly three weeks, and in the meantime everybody talked about it—even the Chief of Police became interested in the mystery. Everybody considered an Ad like that as money thrown away and wondered who the unfortunate could be; but when the definition came every one read, laughed and talked about it. The Royal Tailors of Chicago merely wished to announce that

they would give "Your Money Back" if their goods were not as represented.

WAS JUST THE THING SHE NEEDED.

This young woman's frank announcement furnished diversion for Clybourne Avenue Car patrons.

A pretty brunette, of about eighteen years, sat with her mother on a rear seat of a Clybourne Avenue Car last Friday morning.

Every seat in the car was occupied,



most of the passengers being business men on their way down town. The brunette and her mother were evidently bound for the department stores, judging from their conversation.

All around the roof of the car on the inside were bright-colored advertisements of everything from mince pies to railroad excursions, and the eyes of the brunette wandered from one to the other.

Finally they rested on one at the farther end of the car. It was a life-size representation of a new style of woman's bicycle leggin, which the advertisement stated were both leggins and stockings.

The girl looked at the picture for several minutes, then she pointed upward and said to her mother, loud enough to be heard all over the car: "Oh, Mamma! there is just the thing I need."

And then all the rude men in the car looked up at the advertisement and laughed softly.

Some of the principal advertisers of the North and West Side Street Cars, who are not only there at present, but have been steady patrons of the GEORGE KISSAM & CO.'s system, are the following people:

Yondorf Bros, whose destinies have been presided over the past five years solely by Mr. August Yondorf, are the pioneer clothiers of their section on the North Side. They are generous advertisers, and use the Street Cars continuously to still further enlarge their already extensive and rapidly growing business.

L. Klein.—This gentleman exhibits in his new store occupying the entire block of South Halstead, 13th and 14th streets, an example of pluck, energy and business versatility. His place of business is unquestionably, as he terms it, "The Leading Dry Goods House of the West Side," which a simple visit to his vast bazaar would positively confirm. His new monthly, the *Bargain News*, is an innovation of originality, and confers credit upon the manager of his advertising department.

Chas. Dennehy & Co., sole proprietors, show in their illustrated card the same business tact that has placed their standard goods in every corner of the city. "Dennehy's Whiskies" is a household word, as well as a trade-mark, that signifies purity and excellence.

The trade-mark of A. J. Sidder in any pair of shoes is a signification to the general public of straight goods and honest work, and his rapidly increasing business is proving the good judgment used of extensively advertising a genuine article during the dull times of the past summer. A rising man is the universal comment upon our young, enterprising and genial friend.

J. L. Cochran and Edgewater are sermons in themselves, and need no comment or introduction. This pretty suburb is a jewel in which the forethought and enterprise of Mr. Cochran have been well rewarded.

Some of the people who are using this sort of cards are the Cleveland Baking Powder Co., Ivory Soap, Columbia Bicycle, and Michigan Central Railroad. In a future issue we shall illustrate some of them.

They are a very good kind of card; a change from the plain type cards, and if not overcrowded with illustrations of decorative matter will probably be read as much as, if not more than, any of the others.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

☞ Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

☞ For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to January 1st, 1901 the end of the century.

☞ Being printed from plates, it is always possible to issue a new edition of five hundred copies for $30, or a larger number at same rate.

☞ Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

☞ If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OSCAR HERZBERG, Managing Editor.
PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 108 Fleet St.
CHICAGO, BENHAM & INGRAHAM, 315 Dearborn St.

NEW YORK, DECEMBER 9, 1896.

To the Portland *Oregonian*, the great newspaper of the Pacific Northwest, is due immense praise for the salvation of Oregon to the cause of sound money.

THE Des Moines *Daily News*, which during 1895 had an average circulation of 6,712, has been printing during the year 1896 an average of 15,157. This is a higher rating than is accorded to any other daily in Iowa.

THE Campbell Printing Press Company not only make the best presses but they do the best advertising of any house in their line. Their announcements in the *Inland Printer* for November are especially good.

IN this issue of PRINTERS' INK the series of articles and interviews on bicycle advertising, begun last June, are brought to a close. The new year will probably see less bicycle advertising, but it is predicted that the quality will be very much better.

THE *Penny Advertiser*, published weekly by J. E. Baird, Fifth street and Minnesota avenue, Kansas City, Mo., at 25 cents a year, is devoted to the interests of mail-order advertisers. It appears to be a healthy and lusty infant, with great possibilities of future growth.

IT is a good thing to write about something occasionally in such an "honest" way that that thing itself won't sell. People will then give you credit for being equally honest when you use superlatives.—*Good Advertising.*

THE least expensive advertisements are frequently those which cost a large amount of money to insert.

THE advertising of the National Gramaphone Co., New York, is excellent. The gramaphone is a new instrument, but its advertising leaves nothing to be desired in the way of explanation.

THE New York *Times* recently offered $100 for a better motto than "All the news that's fit to print." The winning motto is: "All the world's news, but not a school for scandal." Perhaps nine readers out of ten will consider the original motto far better than its successor.

THE Cincinnati *Commercial Tribune* guarantees to advertisers twice the circulation of any other morning paper in Cincinnati, or in the Central Western States outside of Chicago and St. Louis. This is a robust claim, but PRINTERS' INK knows of no one who questions its accuracy.

IN the advertising field indications of vigorous life are becoming daily more and more prominent. The most marked signs at present emanate from the establishments of the oldest, largest and strongest advertisers; all of which goes to show that the people who advertise most and know most about it are the firmest believers in its efficacy.

ALL through Northeastern New England there are indications that the circulation of the Boston daily *Journal* is increasing and the indications of progress are not less in Boston itself. The attendant at the news-stand at the Adams House recently said to PRINTERS' INK: "The sale of the *Journal* is increasing three or four times as fast as that of any other Boston paper."

MR. T. S. HAND, recently advertising manager of the *Cosmopolitan*, and previously with the *Forum*, has acquired an interest in the I. E. Van Doren Special Agency. Mr. Hand's intimate and extensive acquaintance with general advertisers, as well as his successful work on the two publications named, especially on the *Cosmopolitan*, where his labors are said to have resulted in an extraordinary increase of advertising patronage, indicate the measure of strength he brings to the Van Doren Agency.

THE word "capitalist" is simply another word for the man who saves, and who finds out what the public will buy. This faculty for saving and for finding out what the public wants is a rare faculty.—*E. L. Godkin.*

A GENTLEMAN, who at one time had occasion to investigate the circulation of the Philadelphia dailies, says that the issue of the *Item* is really very large, and is uniform. The poor people, that is the working people in Philadelphi , take the *Item* just as the people of the same sort in New York take the *News*. Other papers may succeed in getting great sales, but the readers of the *Item* in Philadelphia, like the readers of the *News* in New York, go right on. The other papers cannot touch them.

THE *Courier and Freeman*, of Potsdam, N. Y., issues a pamphlet containing half-tone portraits of many local celebrities and incidentally advertising the paper. The idea is one which other advertisers might utilize. It is a booklet which many will be glad to preserve. There are portraits of

The County Judge of St. Lawrence County,
State Committeemen for St. Lawrence,
Surrogate of St. Lawrence County,
An ex-member of Assembly,
A Fish, Game and Forest Commission,

and a dozen others more or less.

IN the American Newspaper Directory for 1896 the circulations of the St. Louis dailies are rated as follows: *Post-Dispatch* 78,516 (Sunday 80,355), *Republic* 55,191 (Sunday 69,021), *Globe-Democrat* B. The circulation rating B for the *Globe-Democrat* means that, in the opinion of the editor of the Directory, its average circulation exceeded 40,000 and did not exceed 75,000. A statement received by PRINTERS' INK in December of this year shows that the issue of the *Globe-Democrat* for the ten months past has averaged 68,926. The circulation of the *Post-Dispatch* for the same period has averaged 77,538. An examination of the three papers for November 26 shows 38 columns of advertising in the *Globe-Democrat*, 39 in the *Republic* and 45 in the *Post-Dispatch*. Mr. S. C. Beckwith, of New York, assures PRINTERS' INK that the verdict of the St. Louis advertisers would be that the *Post-Dispatch* is the leading paper published there.

AN advertiser recently visited the offices of four Boston daily newspapers to obtain prices for inserting a series of seven illustrated advertisements, each occupying space of six inches double column, or one hundred and sixty-eight agate lines. The Boston *Post*, which claims to have passed the one hundred thousand per day point in October last, required $147 for the service; the Boston *Journal*, supposed to have the highest grade circulation of any of the Boston morning dailies, and claiming to issue eighty thousand copies per day at the present time, demanded $176.40; the Boston *Globe*, having a daily circulation about equal to the *Journal* and *Post* combined, asked $562.80 for the service. To all these demands the advertiser acceded and agreed to pay the sums named. The Boston *Herald*, the circulation of which is not known, asked for the service $816.90. All of which goes to show that a good name is better than great riches. In the case of the *Herald* the advertiser took a little time to study into the why and the wherefore.



FOR five years the product of the Ripans Chemical Company, of New York, has been advertised in American newspapers to the average amount of $175,000 a year, and the result shows the benefit, and the necessity as well, for being persistent in an advertising venture. The sales for each year have been somewhat more than double those for the preceding year; that is to say, if x represent the sales for '92 then we have $2x$ for '93, $4x$ for '94, $8x$ for '95 and $16x$ for '96. The sales for the first month of the fifth year were more than the entire sales for the first year, and the sales for the eleventh month of the fifth year exceeded the entire sales for the second year. The managers of the company report that in November, the eleventh month of the fifth year, the profits from the sales were sufficient to pay for the cost of manufacture and conducting the business, *and the cost of the advertising as well*, this being the first month out of fifty-nine of which so much could be said. The managers hope and believe that there will never be another month in the history of the enterprise which will not be even more satisfactory in the outcome than the November that has just closed.

BEST DAILIES IN KANSAS.

Office of "THE TOPEKA CAPITAL,"
Daily and Semi-Weekly.
TOPEKA, KAN., NOV. 20, 1896.

Editor of PRINTERS' INK:

Will you permit an outsider to ask a question of one of the pupils of your kindergarten concerning his statement about Kansas? B states that, in his opinion, there is not a good paper in the State of Kansas. I would like to ask him if, in judging a paper, he takes into consideration the field which the paper occupies, the size of the city in which it is published and consequent support available for making a good newspaper and advertising medium. I would like to ask him again if he can name a single paper in the United States, published in a city no larger than Topeka, which gives better news service, which has a higher standing for its editorial opinions, or is more favorably known among the general advertisers of the country and can prove a larger circulation than the *Capital*. I would also like to ask Mr. Printers' Ink if he can name one.

Yours very truly, DELL KEIZER,
Business Manager.

PRINTERS' INK's pupil B, after reading the above letter, replies as follows: That he considered carefully the field, the size of the city and the consequent support available. In his opinion the field is a poor one, the city not very encouraging, but the paper superior to all its surroundings. B thinks there are several papers published in other cities no larger than Topeka which have as large or larger circulations, and which are equally good papers. Among these is the daily *Times*, with 14,000 circulation, published in Pawtucket, R. I., which has a less population than Topeka. B has been quite surprised, however, in studying that matter up, to find how few towns of 30,000 or less contain a daily newspaper with as much as 5,000 circulation. He notes that many of them are rated no higher than from 1,000 to 4,000. B's opinion of the news service of the *Capital* is not worth much, neither can he judge of the editorials, although it is his impression that they are such as would not meet with favor from a large majority of voters in Kansas. They are, however, doubtless of a higher, rather than a lower, intellectual range, and therefore to be commended rather than complained of. Upon the whole, B is inclined to consider the daily *Capital* more favorably than he did when the kindergarten class recited, as reported in PRINTERS' INK, and if that recitation was to be reviewed he would be inclined to name the Topeka *Capital* as the leading paper, although it also appears that the Wichita *Eagle* has a larger circulation than any other daily in the State, including the *Capital*, as shown in the last issue of the American Newspaper Directory, where each publisher has made his own statement; and the Wichita *Eagle* is also, as appears from further examination, a strictly first-class newspaper.

ONE IN A HUNDRED.

Office of the "BANGOR COMMERCIAL."
(Daily and Weekly.)
J. P. BASS & CO., Publishers.
Circulation: DAILY, 4,900; SATURDAY, 6,000; WEEKLY, 20,000.
BANGOR, Me., Nov. 24, 1896.

Editor of PRINTERS' INK:

We notice, in your issue of Nov. 18, that the publishers of the American Newspaper Directory express a doubt as to whether they will continue the payment of $100 for the detection of untruthful circulation reports. We hope that they will decide not to make any change in the Directory in this respect. We believe the payment of this money for untruthful statements is of the greatest benefit to honest publishers. In fact, we are so convinced of this that, rather than have the Directory issued without this offer, we would be one of a reasonable number of publishers, say 10, 20 or 100, to guarantee the Directory from loss on account of the payment of these rewards. Respectfully yours,

J. P. BASS & CO.,
Publishers of the *Commercial*.

When this communication was exhibited to the editor of the American Newspaper Directory he smiled and said: "Mr. Bass means all right. He might find 9, possibly 19, such newspaper men, but never 99." Then he added: "The publishers of the Directory would hardly be content with a guaranty against loss. They are entitled to a profit."

LEATHER ADVERTISING NOVELTIES.

NEW YORK, Nov. 30, 1896.

Editor of PRINTERS' INK:

Can you give me the names of several concerns which make a specialty of manufacturing advertising novelties in leather? Thanking you in advance, I am, yours truly,

J. M.

To answer this inquiry PRINTERS' INK applied to the American Shoe and Leather Trade Association of New York. The gentleman in charge mentioned Metzger Model Manufacturing Co., 546 Pearl street, New York, as probably being the best to consult and also named the following: Comstock, Hoff Manufacturing Co., 34 Warren street; Charles A. Brodil & Co., 255 Canal street, and S. Langsdorf & Co., 545 Broadway, New York. The *Shoe and Leather Reporter* when applied to suggested Scheur Bros., Canal and Greene streets, New York.

OUR PERISHING MAGAZINES.

Miss Helen Zimmern contributes to a recent *Leisure Hour* a somewhat alarming paper concerning the perishing nature of our books. It would seem as if the literature of the present day is likely to disappear from the worthless nature of the material of which it is printed.

"Professor Martens, director of the institute for the examination of paper at Charlottenburg, made a scientific examination of the paper used in about ninety-seven modern reviews, and of these ninety-seven only six were found that could be guaranteed to last for a long period; the greater part would certainly decay during the first century of their existence."

Miss Zimmern describes the methods taken by the German and Danish and other kingdoms in order to secure the use of paper for government records that will not fade and wither away like the leaf. She says:

"Experience shows that fibers of raw silk are the most durable material, and paper containing paste of wood scrapings the least durable. The microscopic examination can at the same time furnish an approximate idea of the proportion of the fibrous substances."

This may be all right, but how many people could afford to take a magazine if we had to print upon papers of raw silk?—*Review of Reviews.*

THE LADY IN THE BATH-TUB.

Life makes the following humorous references to the great prevalence of ladies in bath-tubs in the advertisements of soap:

The public mind, being relieved for the present of political anxieties, would gladly be still further eased by some assurance as to the intentions of the lady in the bath-tub. The extreme prevalence of her portrait in the soap and lotion romances in the rear end of all the magazines has carried her into every American home, and made her the intimate acquaintance of every family. Opinion is a good deal divided about her. There are those who think we cannot see too much of her, and again there are those who think that we already see more of her than we should. The latter faction declares that we see a little more of her every month (which is true), that she is now higher up in the world by a head and shoulders than she should be, and that families ought to have some reliable assurance as to her intentions. *Life* takes pleasure in calling the attention of the friends of the lady to this reasonable desire. Perhaps a substantial bathing suit would serve as well as anything to allay distrust and make worrying people comfortable.

CONCENTRATION.

Did you ever stop and think what concentration has accomplished in this world? Napoleon's famous maxim was: "Always concentrate your forces; never divide them." This maxim made him the conqueror of all Europe. His enemies spread out their bigger armies, but he gathered his together and struck at one point! His concentration won every victory. Ask any man who is famous as a marksman with the revolver or rifle, and he will tell you that the most wonderful shooting is done when you see only one thing—the bull's eye. When you find everything fading out of your vision, and you are conscious that there is only one thing that your eyes see, namely, the target—then expect a wonderfully good shot. The same rule applies to business.—*Hub Gore Circular.*

WANT ADS AND CIRCULATION.

In every large city there are thousands of men, women and children, representing the unemployed or dissatisfied, who daily buy the paper which they think contains the fullest and most complete collection of want ads. It has been said that every "help wanted" ad means a hundred readers, and that every "situation wanted" ad at least one reader. Take the small want ads away from either the New York *Herald* or New York *World* and the result must be decreased circulation and profit. Mr. Richardson, the *Journal's* circulation manager, estimates that the *World's* small ads bring to that paper from 30,000 to 60,000 of daily local circulation.—*Jason Rogers, in Newspaper Maker.*

ILLUSTRATED EXPRESSION.



"TO MAKE A LONG STORY SHORT."
—*Life.*

1,500 Papers in the Central Western States of

Ohio
Michigan
Indiana
Illinois
Wisconsin
Iowa
Nebraska
South Dakota

COVERING

the populous, rich territory of the Middle West.

The cost of advertising in these papers is almost nominal by the paper, and even the aggregate is surprisingly low. . . . . .

Send for particulars to

Chicago Newspaper Union,

10 Spruce Street, NEW YORK.

and CHICAGO, ILL.

ADVERTISING FOR RETAILERS.

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the promotion of better advertising. Send newspaper ads, circulars, booklets, novelties, catalogues. Tell your advertising troubles—perhaps PRINTERS' INK (The Little Schoolmaster in the Art of Advertising) can lighten them. Address all communications to the Editor of PRINTERS' INK.

I am in receipt of the following letter from the General Passenger Agent of the Burlington Route:

ST. LOUIS, MO., Oct. 2, 1896.

Editor of PRINTERS' INK:

DEAR SIR—My attention has been called to your criticism of one of our advertisements in the PRINTERS' INK of recent date

You really have done us an injustice, and I know that you are too accurate a thinker and a writer to give the public more than one meaning to your words, and that meaning, of course, you intend to be the correct one. It is no deception, in any sense of the word, for us to say that we run "free chair cars" in any of our trains. We do run these free chair cars on practically all of our through trains, limited or otherwise. There is no extra fare on any of our trains; consequently, the occupant of the chair car pays nothing extra.

There are different meanings of the expression, "Limited Trains." In the West we generally understand the word "Limited" to refer to room or accommodations on our fast trains, where we can haul just so much equipment and no more. There is not a road west of Chicago or St. Louis running limited trains that makes an extra charge thereon for fare. Did you know this?

Following your article to the bottom of page 30, the traveler does not find that he pays for the free chair car, and you are certainly mistaken in your course of reasoning which prompted you to say that the "Burlington has lied." It is also hardly fair in you to attack our porter service as you have, unless you have had some experience.

Really, I am at a loss to understand why you have attacked us in this manner, and I should be glad to hear from you.

Yours truly, L. W. WAKELEY.

It is my recollection that I criticised the Burlington Route ad from the standpoint that it was deceptive. If I remember correctly it advertised free chair cars, without specifying particular trains. My experience on many roads, both East and West, had taught me that this free chair car "gag" didn't mean all that it purported to mean. I must admit that I never had any experience with the Burlington Route in particular. However, my experience had been wide, and I naturally took it for granted that the "gag" didn't mean any more in the case of the Burlington than it did with many other roads with which I had had experience. If it is a fact that the Burlington Route runs free chair cars on practically all through trains, limited or otherwise, my only criticism of their ad is that they do not drive that fact in hard enough. If the ad means what it really says, it ought to say it a good deal harder than it does. It has been my unfortunate experience that a free chair car is only to be had on a fast limited train at an additional charge for fare.

While I am about it, I suppose I must also beg the porter's pardon, although I must admit that I have my doubts on this point. I will believe that the Burlington has evolved a new style of a porter when I actually come in contact with that individual. It's almost too much to believe without a little actual experience. However, having found that I am wrong on one point, I am willing to give the Burlington Route the benefit of the doubt for the present.

I am also in receipt of a protest concerning the same advertisement from the editor of the *Marion County Herald*, of Palmyra, Mo. I used to be an editor myself. I trust that this one isn't influenced by the fact that all the cars, as well as the chair cars, are practically free to him.

***

K. M. Turner, an agent for typewriting machines at Atlanta, Ga., mails me a card that he sends to business men on his territory. The card starts out this way: "Can you read Chinese? $65 in your pocket if you read this and follow its advice." Then follows an ad printed in a crazy type intended to imitate Chinese lettering. I haven't been able to read it, and the card has been before me for a month or more. I suppose I could read it if I took a day off. I am not sufficiently interested in any typewriter, good or bad, to spoil my eyesight and cultivate a headache in the effort to read an advertisement that is apparently printed in a foreign language. The plainer the type used in an advertisement the better the ad. The quickest and most effective way of transforming a good ad into a bad ad is to print it in fancy or illegible type.

***

M. F. Ketchum, editor of the Fre-

mont (Mich.) *News*, sends me the following ad for criticism:

IT MEANS A LONGER LIFE.

A More Comfortable Life.
A Saving of Money.
A Saving of Doctor Bills and of Temper, too.

By Buying Your Clothing of Us.

We save you from 10 to 20 per cent and have Strictly One Price to all.

Don't go into a clothing store and try to be your own judge, for you cannot beat a man on his own game.

WE·GUARANTEE·EVERY·GARMENT·OR MONEY·REFUNDED.

The largest and most complete stock of men's Suits, Overcoats, Underwear to choose from in Newaygo County.

Gloves, Mittens, Mackintoshes, Leather Coats, the very best, at Cheap John Prices.

COME AND SEE US.

R. VANDERWERP, Dubois Building,
FREMONT, MICHIGAN.

There are a number of faults with this advertisement. In the first place, there is too much display and too many kinds of display. Advertising is simply business talk. When you want to talk business to a man who happens to be on the other side of the street with his attention engaged in some other direction, you shout to him in order to catch his attention. Then one or the other of you walks across the street and you talk business in an ordinary tone of voice. You don't shout all through the conversation. A man who displays every other sentence in his ad shouts every other sentence. He loses sight of the fact that the display line is simply an eye-catcher, and that after that is accomplished he should talk business in an ordinary, courteous tone of voice. Of course, if the ad is a long one, it is a good idea to occasionally raise the voice to emphasize some particular point. It isn't good policy, though, to emphasize every sentence or every other sentence. The display habit is a good deal like the habit that many young ladies have of underscoring in their letters. They frequently carry this to such an extreme that the underscore comes to mean nothing.

There is another thing in this ad that jars a little on my sensibilities, and I suppose other people are a good deal like me. I refer to the line that says: "Don't go to a clothing store and try to be your own judge, for you cannot beat a man at his own game." Some way I have a prejudice against buying goods at a store where I feel as though I was going up against the proprietor's game or any kind of an old game. The word "game" is associated in my mind with some kind of a deal where a man is likely to get the worst of it. I believe it is associated in other people's minds in a good deal the same way; consequently, I don't think it is good policy for a business man to refer to his business as "his game." Another thing. I prefer to choose my own clothing. I prefer to be my own judge. If I am in doubt about a point I like to feel that I can question the salesman and get an honest answer. But I don't want any clothing proprietor to treat me as though I hadn't got past the nursing-bottle age. I don't want to be told bluntly that I haven't sense enough to be my own judge about my purchases. I don't think I am any more touchy on this point than the average run of men.

***

Here are a couple of advertisements that are used by Metcalf & Co., of Adrian, Mich.:

The Corset Stock.

There's more Comfort, more Style, more Wear—more of all good qualities in

The Henderson Corset

Than you'll find in the ordinary corsets. They combine the special "Henderson" features with the good points of others.

$1.00 AND $1.25.

EXCLUSIVE SALE AT OUR STORE.
METCALF & CO.

IN OUR WINDOW
there is

A Lot of Blankets.

They are a large size; they are a special heavy quality; there are three colors, white, gray and tan—they are the best we ever saw for the money.

50c. for a pair of them.

This is a Special Price for early buyers.

METCALF & CO.

While these ads are strictly business-like and have no nonsense about them there is really nothing striking about them. I don't think they tell enough about the Henderson Corset or the special line of Blankets. I should like to know why there is more com-

fort, more style and more wear, and more of all good qualities in the Henderson Corset than in ordinary corsets. I should like to know what the special Henderson features are. I should imagine that these points could be covered in the corset ad without taking additional space. I should also think that a little more could be told about the special line of Blankets.

***

Here's an ad from St. Johnsbury, Vt. If it only quoted a price or two I'd call it a good one. I don't see why custom tailors shouldn't quote prices as well as merchant tailors:

THERE ARE FOUR KINDS OF TAILORS

in the world, and you'll find them in every city in the country:

(1) The tailor who makes "cheap" clothes only.

(2) The tailor who makes some good clothes and some "cheap" ones.

(3) The tailor who makes nothing but good clothes, and charges only what they're worth.

(4) The so-called "exclusive" tailor, who makes good clothes generally, and never forgets to load them down with exorbitant prices.

I wish to be understood as belonging to the third kind.

You'll find me in Music Hall Block.

J. S. MEIGS.

Cutting done by F. G. STEVENS.

***

READY-MADE ADS.

[I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—ED. P. I.]

For a Shoe Store.

Fortify Your Feet.

The political campaign is over,
But the winter campaign is on.

You must array yourself against the cold and snow and sleet. Our platform is good goods, honest prices. Are you with us on the following leaders:

For a Shoe Store.

The Secret of Our Low Prices.

We watch the trade papers and keep tab on all auction sales of Boots, Shoes, Rubbers. The day of sale we wire for the purchasers' names. Then we go direct to them and get their first offerings, at a discount of 15 to 40 cents on original wholesale price. This declaration of ours would be treasured by some firms as a trade secret, but we desire to be honest with our patrons. Our business methods are always open for investigation.

For a Cigar Store.

After Buying a Cigar

he remarked that the cigar was burning up the center like a chimney on fire. The cigar was badly filled. We gave him another one. That's business, and that is what we are here for. We protect our customers of cigars, though the purchase be only for a five-cent smoke, the same as an honest merchant would were the sale a suit of $35 clothing.

For a Clothier—(By Louis Jac Kramer).

"We Can Afford to Sell Goods at Cost

Because We Sell So Much of Them."

Only unreliable merchants make such remarks. We are going to sell goods at cost for the next 30 days, not because we expect to sell so much of them, but we must do so to reduce our immense stock and realize cash to purchase fall and winter goods.

We do business on business principles. . . .

For a Dentist.

A Decayed Tooth

is the cause of much annoyance in the winter time. Catch cold in it—neuralgia, toothache, feel mean with the world. Better have me patch it up—others might suggest to have it pulled—do a neat job, filled with gold, silver or aluminum. With approved science at my command the operation will not pain you. Would you rather suffer the pangs of neuralgia or suffer the payment of $1 for a neat filling—gold will cost more.

For a Banker and Broker.

MONEY.

Judiciousness in investments. That's how fortune-foundations are laid. The wisdom is in the choice of the security.

We advocate

Municipal Bonds.

Consult us freely. Business confidential.

TYLER, FOGG & CO.,
Nichols Building,
BANGOR, ME.

For a Drug Store.

PRESCRIPTIONS PROPERLY AND PROMPTLY PREPARED.

NAPOLEON!

That's a very fitting name for our popular Soda Fountain. It conquers more thirsts than any other fountain in the city. At the same time it does it in a manner that brings it as many followers, nearly, as Napoleon had. We want as many—nearly will not satisfy us. Come. Huyler's Candies here, the best, of course. Drugs the same. Quality first considered in everything we offer you.

NOTES.

A NEW YORK doctor advertises "a superbly illustrated book on piles!"

A NEW YORK restaurant advertises "pretty waitresses" among its inducements for trade.

IT is stated that W. R. Hearst contemplates an evening edition of his *Morgen Journal*, in which color work is to be largely used.

THE Chas. H. Fuller Agency is said to handle more mail order advertising than any other in the United States.—*Penny Advertiser.*

THE *North American Review* for December contains articles on "American Bicycles in England" and "Our Trade with South America."

THE *Jewelers' Circular*, New York, for Nov. 25th contains a series of prize articles on "How to Successfully Conduct a Jewelry Business."

AN obituary notice in a Western paper contained the touching intelligence that the deceased "had accumulated a little money and ten children."

THE *Dry Goods Economist* is fifty years old this year. Its "Jubilee Number" is an exceptionally handsome issue, containing about 400 large pages, interesting and well illustrated.

WM. VOGEL & SONS, the Broadway clothiers, have this graceful way of putting their bargains before the public: "Bring us your best $15 thoughts this week and we will gratify them for $9.75."

THE New York *World's* famous "Yellow Kid" is being used by Geo W. Monroe to advertise his play of "Hogan's Alley." A dozen or more men with long yellow mackintoshes and masks with abnormal ears have been patrolling New York streets singly and in pairs.

CALINAUX, a shopkeeper, writes to one of his customers as follows: "I am able to offer you cloth like the inclosed sample at 9 francs the metre. In case I do not hear from you I shall conclude that you wish to pay only 8 francs. In order to lose no time I accept the last-mentioned price."—*Le Masque de Fer.*

THE *Ladies' Home Journal*, of Philadelphia, issues a somewhat remarkable advertising circular made up of reproductions of nineteen full-page advertisements that have appeared in that publication during the year 1896. The price of a full-page advertisement in the *Ladies' Home Journal* is $4,000 for each insertion.

PRINTING AND PUBLISHING.

A young lady explained to a printer the difference in printing and publishing, and in conclusion said: "Now, you may print a kiss on my cheek, but you must not publish it." With that he locked the fair form in his arms so that it would not pi and went to press.—*Ohio Newspaper Maker.*



VALUE OF DEAD WALLS.

Some years ago it was discovered that dead walls and roofs in this city had a value that the tax assessors didn't take into consideration, and the discovery developed a set of men who made it their business to secure options on all desirable spots and hold them for a rise in the market. The dead walls and roofs were in demand for lithographic advertisements ranging from Dr. Cureall's pills to the latest melodrama. There are scores of brokers now who deal exclusively in dead walls and advertising spaces, and some of them have grown wealthy in the business. They keep a sharp lookout for all improvements in old buildings or plans of a new building that give promise of a dead wall, or of a temporary wooden fence on which lithographs may be displayed. The billposter buys the advertising rights on these places, and then he rents them out again at from 200 to 500 per cent profit to the theatrical agents or patent medicine men, as the case may be. For instance, a manager of a theater not long ago paid a billposter $125 a month for the right to advertise on a board fence around a big building that was being constructed in the Tenderloin district. A billposter who has grown old in the business said not long ago that there wasn't an available dead wall in New York that wasn't controlled by billposters. Some of these energetic advertisers send agents all over the city at intervals to decorate every ash barrel with little dodgers that are known as "snipes." When dead wall advertising was less common than it is now, the theatrical managers valued it more highly. Their lithographs could be read at a glance, and they were not surrounded by lithographs of rival managers. The displays on the bill-boards and dead walls are now so numerous that they are confusing, and the managers and the billposters have very nearly come to an open rupture.—*New York Times.*

THE INTERROGATION.

The use of the interrogation in an advertisement is often a more convincing form of argument than the strongest declarative sentence.—*Advertising World.*

ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

CALIFORNIA.

SOUTHERN CALIFORNIA'S matchless paper, Los Angeles TIMES. Circ'n over 18,000 daily.

MISSOURI.

COVERS the field—St. Joseph HERALD—8,000 d., 8,000 S., 9,000 w. LA COSTE, New York.

GAZETTE, West Plains, Mo., leading paper in county. Best farming and fruit-growing district in West. Write for rates.

NEW JERSEY.

IN almost every village in its field the Red Bank REGISTER has a paid correspondent. The REGISTER prints from four to six columns of village happenings every week.

NEW YORK.

BINGHAMTON LEADER.

BINGHAMTON LEADER, the tea table favorite.

BINGHAMTON LEADER, leading afternoon paper and the favorite family medium.

BINGHAMTON LEADER, the home paper, filled full of live local and general news; no boiler plate, no fake features, but a legitimate paper commanding the confidence of its constituency.

BINGHAMTON LEADER, first-class penny afternoon paper. Most important daily in that city, commanding the respect and confidence of readers and advertisers alike, both at home and abroad. Average circulation covering every issue 1895, Daily, 5,745; Weekly, 6,660. More circulation weekly than all the other Binghamton weeklies combined. THE S. C. BECKWITH SPECIAL AGENCY, Sole Agts. Foreign Advertising, New York and Chicago.

NORTH CAROLINA.

ADVERTISERS want the best. The Charlotte NEWS has the largest circulation of any daily paper, and the MECKLENBURG TIMES has the largest circulation of any weekly paper, in Mecklenburg County, population over 50,000. Rowell's Directory says so. Rates are reasonable. For further information address W. C. DOWD, publisher, Charlotte, N. C.

PENNSYLVANIA.

INTELLIGENCER, Doylestown, Pa. Oldest papers in the county—weekly established 1804, daily established 1880; staunchest papers in the county; the only journals owning their home; only exclusively home-made papers in the county, never having resorted to plate matter nor patent sheets. Send for map showing circulation. FASCHALL & CO., Doylestown, Pa.

TEXAS.

GALVESTON TRIBUNE.

GALVESTON TRIBUNE, a money winner.

GALVESTON TRIBUNE, the most influential.

GALVESTON TRIBUNE, prosperous and powerful. Leads the afternoon procession.

GALVESTON TRIBUNE makes money for itself and will make it for you. Thoroughly up to date, with all modern mechanical appliances. A live paper for live people.

GALVESTON TRIBUNE, every copy counts. City circulation larger than any newspaper in Texas. A dividend-paying medium, backed by the brains and capital of the city.

GALVESTON TRIBUNE, Daily four pages, Sunday twelve pages and Weekly eight pages, all live, prosperous papers, published by the Galveston Pub. Co., W. F. Ladd, Pres.; Chas. Fowler, Vice-Pres.; George Sealy, Treas.; Fred Chase, Sec'y and Bus. Man.; Clarence Ousley, Editor. S. C. Beckwith Spec. Ag'cy, sole agents.

VIRGINIA.

LYNCHBURG NEWS; only morning paper; 25,000 population; established 1886; daily, 2,600; Sunday, 2,600; weekly, 3,000. Let us submit prices and papers for examination. Leading paper west of Richmond. H. D. LACOSTE, 38 Park Row, New York, Manager Foreign Advertising.

WASHINGTON.

SEATTLE TIMES.

SEATTLE TIMES is the best.

THE TIMES is the home paper of Seattle's 40,000 people.

SEATTLE'S afternoon daily, the TIMES, has the largest circulation of any evening paper north of San Francisco.

CANADA.

$6.00 A line yearly. 30 best papers in Prov. Quebec. E. DESBARATS, Ad Agency, Montreal.

WISCONSIN.

146,306 PEOPLE in the Congressional District requires Northern Wisconsin to have a newspaper center of its own. Chicago, St. Paul and Milwaukee papers, when they reach this section, are from nine to eighteen hours old. The Superior TELEGRAM, 5,500 daily, thoroughly covers this section. Rates of H. D. LA COSTE, 38 Park Row, New York.

Displayed Advertisements.

50 cents a line; $100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

DEAF? We'll send list of aids for hearing. CLAFLIN OPTICAL CO., Wash., D. C.

STAMPS FOR COLLECTIONS. Send for lists. E. T. PARKER, Bethlehem, Pa.

Lynchburg NEWS {2,600 D. & S. 5,000 Weekly.

MAIL TOPEKA, KANSAS

Circulation 7,600 guaranteed—larger circulation than any other Kansas weekly. For rates, etc., address C. Geo. Krogness, Marquette Bldg., Chicago, Ill., Western Agent.

The Evening Journal,

JERSEY CITY, N. J.

Average Daily Circulation for 1895, 14,362.

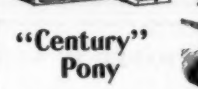
Guaranteed by American Newspaper Directory.

INTERESTED, BUT SKEPTICAL?

The man who doubts is the man we would convince!

The man who doubts is the man who thinks!

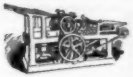
We would ask the man who thinks to investigate the



"New Model"

and the

"Century" Pony



thoroughly and honestly, and then to write us frankly wherein we have failed to substantiate every claim we have made for these up-to-date machines.

Campbell Printing Press & Mfg. Co.

6 Madison Avenue, New York
334 Dearborn Street, Chicago

DO YOU PUBLISH A NEWSPAPER?

Are you keeping a record of your issues?

Do your actual issues average more than a thousand copies?

If so, you can have the exact figures inserted in the American Newspaper Directory for 1897, showing the actual average issue or sale during the entire year 1896. It will cost you nothing—provided you furnish the requisite information, duly signed and dated, and in a form that will insure the information being definite.

Circulation statements to insure attention should cover every issue in 1896, and be sent in not earlier than January 2d or later than January 16th, 1897.

All communications should be addressed

Editor AMERICAN NEWSPAPER DIRECTORY,
10 Spruce Street, New York.

"New England's Family Paper."

THE PORTLAND TRANSCRIPT

Circulation, - - - 23,000

New England people buy freely and pay for what they buy.

Nine-tenths of the circulation of THE TRANSCRIPT is in New England.

A two-inch ad alongside pure reading matter costs $160.16 cents a year.

The same ad without position costs $145.60.

EITHER WILL PLEASE YOU.
EITHER WILL PAY YOU.

Transcript Co., Portland, Me.

Leading Daily Paper in Grand Rapids . . . .

THE DEMOCRAT

Leading Paper in Western Michigan—

Grand Rapids Democrat

LEADING PAPER IN MICHIGAN—Outside Detroit—

GRAND RAPIDS DEMOCRAT

LA COSTE
NEW YORK
CHICAGO
KROGNESS

10 Cents a Copy. $1.00 a Year.

GODEY'S MAGAZINE.

The **January** number will be issued on Dec. 23. Do not miss this issue. It will be a special **Holiday Number** of great beauty and interest and large sales are anticipated.

December number is on sale at every first-class news-stand in the United States and Canada. Buy it—take it home. Ask your wife what she thinks of it.

Guaranteed circulation for 1896, **one million copies.**

Send for rate card.

THE GODEY COMPANY,

32 Lafayette Place, New York.

From Ocean To Ocean

The Union Gospel News

Finds its Way

Being undenominational and reaching thousands of homes not reached by any other paper of its kind. . . . .

Advertisers know its value. Published every Thursday. Write for rates.

Address

...The... Union Gospel News,

Cleveland, Ohio.

THE Republic-Times

with its limitations somewhat greater, bears the same relation and wields the same influence in Springfield, Ohio, that the Journal does in Boston, the Oregonian in Portland, the Star in Washington, the Press in Philadelphia, or the one best paper does in *any* city.

THE HOSTERMAN PUBLISHING CO.,

150 Nassau Street, NEW YORK. **SPRINGFIELD, OHIO.** **177 La Salle Street, CHICAGO.**

SPIRITUALIST PAPER

Light of Truth.

Established 1886.

Circulation 27,000 WEEKLY.

SEND FOR SAMPLE COPY.

FRANK E. MORRISON,

Publisher's Special Agent,

TEMPLE COURT, New York. BOYCE BUILDING, Chicago.

LYNN S. ABBOTT, in charge Chicago Office.

An Advertiser

Can now reach as many or more Iowa readers by using . . . . . .

THE DES MOINES

DAILY NEWS

As he can by using any three other Iowa dailies.

Duplication of circulation can *not* enter into the sworn average (printed and sold during October, 1896) of **15,601** per day.

Sworn average for six months ending October 31, 1896, 15,295.

THE DAILY NEWS, Des Moines, Iowa.

Any Old Lemon Huckster

Could go through the streets of Brooklyn and shout your business until his voice became as rough as a rasp, but 'twouldn't do you any good, because people wouldn't believe him. But if you preach your business in a genteel way through the columns of : : :

THE

Standard Union

You'll get results, because the refined element of Brooklyn read it and have faith in it.

Note these figures!

10,227
10,227 } *Sunday.*
10,227

9,589
9,589 } *Daily.*
9,589

Sworn average circulation for past six months of . . . . . .

The Anaconda (Montana) Standard

Subscription—$10 per year.

For advertising rates apply to
E. KATZ, ADVERTISING AGENT,
230 to 234 Temple Court. NEW YORK CITY.

THE "LAUGHING WATER"

Made famous by Longfellow's poem
and its own wondrous beauty, : :



MINNEHAHA FALLS.

Is not more generally known and admired than

THE HOUSEKEEPER

published semi-monthly in the city by the falls.

Tens of thousands visit Minnehaha every year.

The HOUSEKEEPER enters a hundred thousand homes twice a month.

A potent factor in the home life of its readers, it makes its great influence felt in behalf of its advertising patrons.

THAT'S WHY IT PAYS ADVERTISERS.

The Housekeeper Corporation, Minneapolis, Minn.

CHICAGO:	NEW YORK:	BOSTON:
BOYCE BUILDING.	401-2-3 TEMPLE COURT.	64 FEDERAL ST.
W. J. KENNEDY in charge.	C. E. ELLIS, Manager.	E. R. GRAVES in charge.



3,000,000

Canadian Buyers

Read Nothing but French.



REACH THEM THROUGH

Montreal La Presse

The Largest Daily Circulation in Canada—and admittedly larger than all the other French-Canadian papers combined.

DAILY AVERAGE, JUNE, '95, to JUNE, '96,

51,427 Copies Daily.

21,920 Copies Weekly.

LA PRESSE is read by THE PEOPLE. It is read by at least 200,000 people daily, and it carries the best advertising done in Canada.



'TWAS IN THE NEWSPAPER "THE PLAIN TRUTH" AND ALL THE WORLD NOW KNOWS IT

'TWAS IN THE NEWSPAPER "THE PLAIN TRUTH" AND ALL THE WORLD NOW KNOWS IT

We do not

CLAIM THE EARTH

But do



CLAIM A FIELD

Peculiarly Our Own.

viz.:

Southern Kansas,
Oklahoma

THE

Wichita Eagle

Is the only Daily that reaches this territory on the day of publication. . . . . .

Hence she has the readers—and the support of the regular readers—of daily papers.

THE MOST FOR THE MONEY

THE S. C. BECKWITH SPECIAL AGENCY

AGENTS

THE ROOKERY CHICAGO

NEW YORK TRIBUNE BUILDING

FOREIGN ADVERTISING







The Traveler

Is the Only Boston Member of the Associated Press.....

It Publishes

More News, More Pictures, More Stories, More Special Features, More Advertisements and has More Push, More Independence and More Growth than any other Boston One-Cent Newspaper.

A Modern Newspaper at a Modern Price.

One Year's Growth

The Traveler's Circulation Gain .... **139** per cent.

The Traveler's Advertising Gain ..... **145** per cent.

The Traveler's Gain in Number of Advts. **363** per cent.

Are You Reading It?

Eight to Sixteen Pages. One Cent a Copy, Six Cents a Week, Twenty-five Cents a Month, Three Dollars a Year. .·. .·. .·. .·.

Send for Sample Copies and Advertising Rates to



'TWAS IN THE NEWSPAPER "THE PLAIN TRUTH" AND ALL THE WORLD NOW KNOWS IT

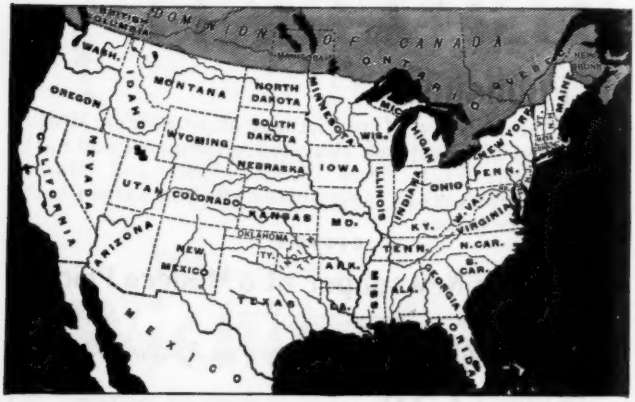
In all America

But Five other Semi-Weeklies

Have credit for so large a guaranteed circulation as is accorded by the American Newspaper Directory to . . . . . .

'TWAS IN THE NEWSPAPER "THE PLAIN TRUTH" AND ALL THE WORLD NOW KNOWS IT

The Semi-Weekly Topeka Capital



The Weekly Newspaper is too slow for the progressive, up-to-date farmer. the kind of a farmer who has use for what you have to sell and money to buy it. If he is not situated so that he can conveniently take a daily he wants the next best thing, a semi weekly paper with all the news of the world while it is fresh and interesting. ***IN KANSAS***

The Semi-Weekly Capital fills the popular want to perfection. It is the leading farm and family newspaper. It reaches over 1,200 post-offices and circulates in every county in the State.

Average circulation for first 6 months, 1896, **15,439.**

THE MOST FOR THE MONEY

THE S.C. BECKWITH SPECIAL AGENCY

AGENTS — NEW YORK TRIBUNE BUILDING — THE ROOKERY CHICAGO — FOREIGN ADVERTISING

He Found What He Wanted.



The Salt Lake ·Tribune·

It covers six big States: Utah, Idaho, Montana, Nevada, Colorado and Wyoming.

You Can't Beat This

Largest circulation between Denver and San Francisco.

THE MOST FOR THE MONEY

SOLE AGENTS

THE ROOKERY CHICAGO

THE S. C. BECKWITH SPECIAL AGENCY

NEW YORK TRIBUNE BUILDING

FOREIGN ADVERTISING

Do you want

to reach the householders of

The National Capital?

If so, use the advertising columns of

The Washington Evening Star

The Star is the one favorite family newspaper of that place. It is delivered regularly, by carriers, to

—96⅔—

per cent of all the houses in the city occupied by white persons; and, considering the extent and superior quality of its circulation, its advertising rates are as low as those of any paper in the United States.

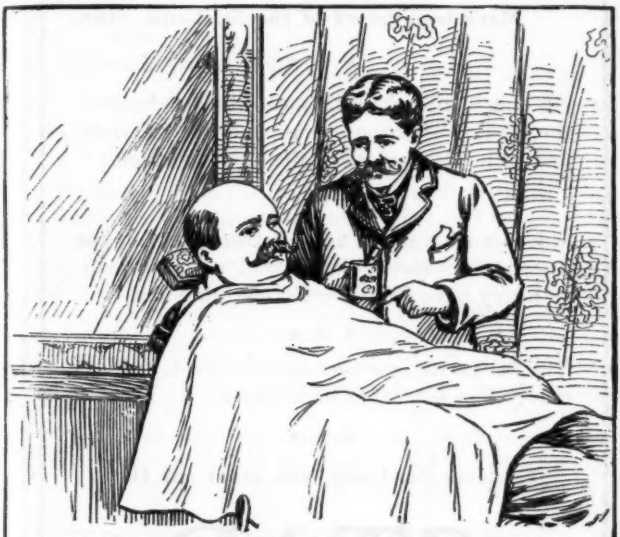
New York Representative,

L. R. HAMERSLY,

49 Potter Building.

To the Local Reporter, or the Ad-Smith.

Every week the Ripans Chemical Co., No. 10 Spruce Street, New York, sends a mantel clock (a pretty and serviceable time-piece) to the person who reports the most interesting case of some one who has been benefited by the use of Ripans Tabules. True records of cures or relief resulting from the use of Ripans Tabules make effective appeals to others suffering in the same way and likely to be cured by the same means. Those who are best acquainted with the wide range of their application and the wonderful curative qualities of Ripans Tabules are generally only too glad to become the means of making known to other sufferers the remedy that has so greatly benefited themselves. The ad-smith who accompanies the story he sends with an acceptable drawing suitable for reproduction gets $5 in cash for the drawing, which, if not used will be returned if so requested. The name and address of the person giving the testimonial should always be given, not for publication but to make possible a verification of the facts as stated. The following is a case that well illustrates what is wanted.



A journeyman barber in Cincinnati, a specially intelligent man and a favorite with his patrons, says of

RIPANS Tabules

"I want to say that for eight months I have taken three a day, and have not been to see a doctor once since I commenced to take them. Before I would have to have a big tube put down my throat and have my stomach flushed (I believe that is what they call it) three times every week by a doctor that charged me 50 cents for every time. Of course, that gave me relief, but the trouble always came back again, and I can tell you it was no fun to be pumped out about every two days. The doctor said I had catarrh of the stomach. Whatever it was, it don't bother me now. For four years I was troubled, so that I used to lose about three days out of every month." When this barber observes that a customer has a feverish breath, he occasionally presents him with a Tabule, and if taken it removes the difficulty forthwith.

A Jump
into
Prosperity

Marvelous record of the St. Louis Star.

* * *

At one bound the St. Louis Star has become the leading afternoon newspaper of St. Louis, first in local circulation, ahead in influence.

* * *

Another new press, a Goss three decker, has just been ordered, the second within a year, so heavy have been the circulation gains.

* * *

The St. Louis Star carries more display advertising than any other local paper.

* * *

To cover St. Louis, you must use the

STAR

* * *

SEE EIKER About Rates.

11 Tribune Building, New York.

75% less for a Better Ink

Office of
THE DEMOCRATIC LEDGER.

HAVRE DE GRACE, Md., Nov. 28, 1896.

P. I. JONSON,
8 Spruce Street, New York.

DEAR SIR—I am so well pleased with your strict business methods and the quality of the ink just received that it is due you to state that it has resulted in a saving to us of just $7.25 on ink not as good that has cost us 20 cents per pound in 50-pound kegs, and does not give the same results, in a satisfactory way, that your ink, costing less than 6 cents per pound, does. Thanks for return of over payment. Yours truly, E. H. PRITCHETT.

The above testimonial is only one of the many I am receiving daily, and they all seem to tell the same story—"that my inks are BETTER than the higher priced inks of other houses."

I keep no books. I have no agents. If the cash does not accompany the order, I don't ship the inks. These are some of the reasons why I can match any job ink under the sun for 25 cents a ¼-lb. can, with the exception of Carmines, Bronze Reds and Fine Purples. For these inks I charge 50 cents a ¼-lb. can. My news ink is guaranteed to be the best *news* ink in the world, and I sell it in 25-lb. kegs for 6 cents a pound, and in 500-lb. barrels for 4 cents a pound. Send me a sample order. Price list mailed on application. Address

Printers Ink Jonson

8 Spruce Street, New York



DECEPTION

is all right for professional conjurers—but buyers of Advertising don't take kindly to it. There's no deception about the "show" on the

BROOKLYN "L"

It's real display, and you can't get away from it! and the rates—well, just write for them!

GEO. KISSAM & CO.,

35 Sands Street, Brooklyn.



In Chicago

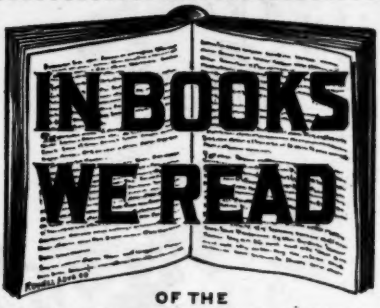
all is hustle and life—the merchants are up to date and advertise largely and steadily in the

Street Cars

because it pays. We control the entire North and West Side systems, the best in Chicago.

GEO. KISSAM & CO.

87 & 89 Washington St., - - Chicago.



OF THE

gradual growth of home comforts. Nothing has added more to those comforts than the self-acting

HARTSHORN SHADE ROLLER

with its unbreakable brackets, fine bearings and scientifically constructed spring. Ask for the "Improved Hartshorn," having holders that prevent the shade tearing from roller—no tacks.

Get only the genuine with the autograph of Stewart Hartshorn on the label.



It is the practice nowadays to pay very much more attention to the details of advertising than was thought requisite formerly. The man who appeals to the public today must in the first place have something to sell that the people want; next he must tell his story in such a way that people who read it will become convinced of the value of the thing he offers them; then he must cause his story to be printed in the papers where it will be most likely to be seen by the largest number of the sort of people most likely to want the thing he has to sell. He must secure for his story such a place in the paper as will make it probable that it will not fail to be seen by all the readers of the paper; and finally, in order to make sure of all points, he must have his advertisement so constructed, so set up, so illustrated that whoever takes the paper in hand in which the advertisement appears cannot fail to see the advertisement and to read it, to be impressed with it, and to go to him and buy the article which he advertises to sell. To accomplish all that is here set down requires knowledge, judgment and experience. This knowledge, this judgment, this experience is what we have to sell. Advertisers who wish to do advertising that will bring them greater results at smallest cost should communicate with

The Geo. P. Rowell Advertising Co.

10 Spruce Street, New York.